

THE

# Publishers' Weekly

THE AMERICAN

## BOOK TRADE JOURNAL

WITH WHICH IS INCORPORATED

**The American Literary Gazette and Publishers' Circular.**

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VOL. LXXIX., No. 25. NEW YORK, June 24, 1911 WHOLE No. 2055

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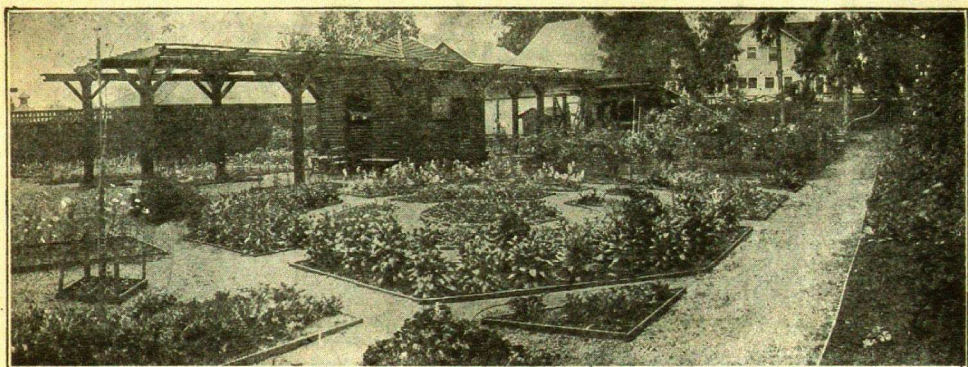
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The regular *Educational Number* of "THE PUBLISHERS' WEEKLY" (July 23) bound in leatherette boards will be supplied at 50 cents per copy.

Office of THE PUBLISHERS' WEEKLY,



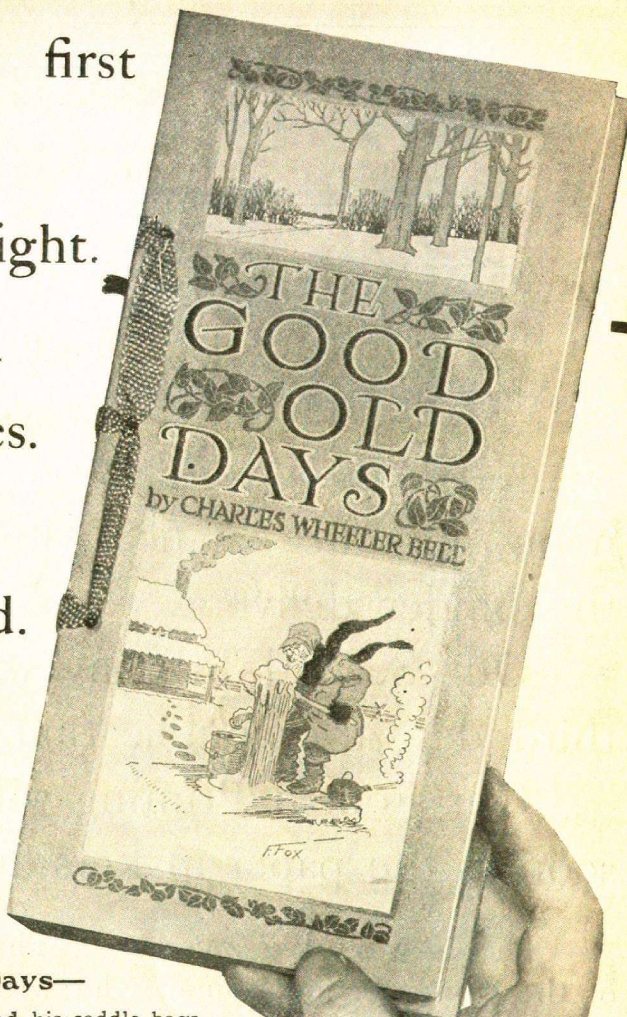
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# To the Trade:

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950 Copies, at this writing, June 19, are all that is left for sale of our Third Printing of **"The Unknown Isle."** The sheets were delivered to the bindery this afternoon, and the balance will be sold before the binder delivers.

Our Second Printing was sold out the third day after publication.

Our Fourth Printing will go to press as soon as the paper makers make delivery.

The New York *Times* says: "The immense popularity of the work of this woman who writes over a masculine pseudonym is among the literary paradoxes of the age."

The Boston *Transcript* says: "It is fortunate that Pierre de Coulevain was persuaded to have it appear in English, for 'The Unknown Isle' is of the utmost interest to many others than French readers."

Your order, if not already placed, will be greatly appreciated. \$1.35 net.

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# The Publishers' Weekly

## Subscription Rates

One year, postage prepaid in the United States, \$4.00; foreign, \$5.00.

Single copies, 10 cents; postpaid, 12 cents. Educational Number, in leatherette, 50 cents, Christmas Bookshelf, 25 cents. Extra copies of the numbers containing the three and six months' Cumulative Lists, 25 cents each, to subscribers only. The Annual Summary Number is not sold separately.

## Advertising Rates

One page.....	\$25 00
Half page.....	14 00
Quarter page.....	7 00
Eighth page.....	4 00
One-sixteenth page.....	2 00

The above rates are for unspecified positions. Special rates for preferred positions (full pages only).

Higher rates are charged for the Annual Summary Number, Summer Number, Educational Number and Christmas Bookshelf.

Under "Books for Sale," or for other small undisplayed advertisements, the charge is 10 cents a nonpareil line. No reduction for repeated matter. Count seven words to the line. See under "Books Wanted" for special rates to subscribers.

Advertising copy should reach us Tuesday noon—earlier, if proof is desired out-of-town. Forms close Thursday noon.

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PUBLICATION OFFICE, 298 BROADWAY, NEW YORK CITY.

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## NOTES IN SEASON.

THE BAKER & TAYLOR COMPANY are publishing a "Dictionary of Aviation," by Robert Morris Pierce, which is believed to be the first book in this field published in America. The number of title words, 4276, illustrates the rapid growth of the *airman's* vocabulary.

WITH his first novel, "Queed," Henry S. Harrison seems to have won a place at once among the leading novelists of the day. To supply the demand for "Queed," Houghton Mifflin Co. have been obliged to get out a new impression of it practically every week since its publication. It is now in its 26th thousand.

"THE FLYING GIRL" is the attractive title of Edith Van Dyne's new book, published by the Reilly & Britton Company. Mrs. Van Dyne, who is well known as the author of the *Aunt Jane's Nieces Series*, shows her usual skill in telling this thoroughly up-to-date story, chronicling the real doings of real girls and boys. The book will appeal to young people between the ages of twelve and eighteen.

IN time for the European travellers, Henry Holt & Company have just issued "Classical Rome," in the *Grant Allen Historical Guides Series*; "Christian Rome" and "Florence," in the same set are published in new, revised and illustrated editions. R. W. Carden's "Life of Giorgio Vasari" is just ready, providing a full account of that painter's life and work, and showing in illustration the paintings, sculptures and buildings of the period.

THE A. S. BARNES COMPANY have postponed until June 27 the publication of "Tom L. Johnson, Mayor of Cleveland," by Carl Lorenz. Mr. Johnson, who served as Democratic mayor for four terms, was a prominent advocate of the "single-tax" theories of the late Henry George, and the story of his career is interesting both for its dramatic qualities and for the insight it gives into certain important municipal problems.

"THE GOOD OLD DAYS," a novel by Charles W. Bell, which McClurg is publishing, is a plea for simplicity. The follies and foibles of the times "when every doctor had his saddle-bags with him, and no matter what ailed you, gave you calomel and quinine," are told with appreciative humor, but the genuineness of those same good old days, "when an invitation to a wedding didn't have to be responded to with a seventeen-dollar cut-glass punch bowl, or a twenty-three-dollar chafing-dish," is brought out in all its charm. The drawings are by Fox, the cartoonist of the *Chicago Post*.

GEORGE H. DORAN COMPANY publish Dr. Jean Charcot's "The Voyage of The Why Not," which tells in diary form the story of a famous Antarctic expedition, and excellently supplements the record of Peary and Shackleton. William Eleroy Curtis, a journalist and traveller who has written any number of books on seldom visited parts of the earth, is the author of "Turkestan," a descriptive work telling of the people, customs, history and politics of that country. In the way of fiction this house publishes, besides Fogazzaro's "Leila," several other novels by well-known writers. Horace Annesley Vachell's "John Varney" is a story of English political life, introducing some of the characters of "The Hill." Max Pemberton has written a thrilling tale in "Captain Black," the story of a man outlawed by all the nations of the earth, and fighting their combined navies in a marvellously contrived submarine. "Jim," by J. J. Bell, is a character sketch in the author's favorite vein, but in English, not the Scotch dialect.



## Weekly Record of New Publications

The entry is transcribed from title page when the book is sent by publisher for record. Books received, unless of minor importance, are given descriptive annotation. Prices are added except when not supplied by publisher or obtainable only on specific request. The abbreviations are usually self-explanatory. c. after the date indicates that the book is copyrighted; if the copyright date differs from the imprint date, the year of copyright is added.

A colon after initial designates the most usual given name, as: A: Augustus; B: Benjamin; C: Charles; D: David; E: Edward; F: Frederick; G: George; H: Henry; I: Isaac; J: John; L: Louis; N: Nicholas; P: Peter; R: Richard; S: Samuel; T: Thomas; W: William.

Sizes are designated as follows: F. (folio: over 30 centimeters high); Q. (4to: under 30 cm.); O. (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.); Tt. (32mo: 12½ cm.); Fe. (48mo: 10 cm.). Sq., obl., nar., designate square, oblong, narrow. For books not received sizes are given in Roman numerals, 4°, 8°, etc.

**American Academy of Political and Social Science.** Political and social progress in Latin-America. Phil., Am. Acad. Pol. Sci., '11. (Je24) c. 4+806+10 p. O. (Annals.) \$1.  
*Contents:* Individual effort in trade expansion, Hon. Elihu Root; The fourth international conference of the American States, Hon. Henry White; The Fourth Pan-American conference, Paul S. Reinsch; The Monroe Doctrine at the Fourth Pan-American conference, Hon. Alejandro Alvarez; Banking in Mexico, Hon. Enrique Martinez-Sobral; The way to attain and maintain monetary reform in Latin-America, Charles A. Conant; Current misconceptions of trade with Latin-America, Hugh MacNair Kahler; Investment of American capital in Latin-American countries, Wilfred H. Schoff; Commerce with South America; Public instruction in Peru, Albert A. Giesecke; The monetary system of Chile, Dr. Guillermo Subercaseaux; The social evolution of the Argentine Republic, Hon. Ernesto Quesada; Commercial relations of Chile, Hon. Henry L. Janes; Closer commercial relations with Latin-America, Bernard N. Baker; Immigration, a Central American problem, Ernst B. Filsinger; Book department.

**Anderson, Ja. H.**

Riddles of prehistoric times, glacial periods, mound builders, Grecian remains, Aryans, the Sphinx, etc. N. Y., Broadway, '11. (Je24) 12°, \$1.50.

**Ashley, W: Ja., ed.**

British dominions, their present commercial and industrial condition; a series of general reviews for business men and students. N. Y., Longmans, '11. (Je24) c. 28+276 p. D. \$1.80 n.

Nine lectures delivered 1910-11, under the auspices of the Univ. of Birmingham, to business men. Australia, New Zealand, South Africa, the West Indies and Canada are studied in relation to their export and import trade with England, the aim of the lectures being to show the best means, from a business standpoint, of stimulating that trade.

**Baker, Josephine Turck.**

The correct preposition; how to use it; a complete alphabetic list. Chic., Correct English Pub., 125 N. Wabash Ave., '11. (Je24) c. 5-169 p. 12°, \$1.

**Baldwin, Ja., and Bender, Ida C.**

Fourth reader; fifth reader; eight-book series. N. Y., Am. Book Co., '11. (Je24) c. ii. 258; 258 p. D. (Reading with expression.) ea., 45 c.

First author has published other readers: "School reading by grades," "Baldwin's readers," "Harper's readers," etc.; second author is Supervisor of primary grades, Buffalo, N. Y.

**Barroll, Hope H., comp.**

Barroll in Great Britain and America, 1554-1910; comp. by Hope H. Barroll, of Chestertown, Maryland. Balt., J: H. Saumenig & Co., '10, '11. (Je24) 124 p. il. O. \$5 n.

**Baskervill, C: Read.**

English elements in Jonson's early comedy. Austin, Tex., Univ. of Tex., '11. (Je24) 10+328 p. O. (Univ. of Texas bull.; Humanistic ser.; studies in English.) \$2.  
 Believing that Jonson's indebtedness was less to

specific English literature used as sources than to certain specific trends with which he was in accord, the author attempts to follow out that idea in this book. The field of study is limited to the period of the early comedies, and Jonson's relations to the movements of English literature at the end of the sixteenth century is the primary problem of this study. Index.

**Bates, E. L., and Charlesworth, F.**

Practical mathematics and geometry; a text book for elementary students in technical and trade schools, evening continuation classes, etc.; 267 illustrations. N. Y., Van Nostrand, '11. (Je24) 12°, \$1.50 n.

**Beach, Jos. Warren.**

The comic spirit in George Meredith; an interpretation. N. Y., Longmans, '11. (Je24) c. 230 p. D. \$1.25 n.

In complaining that, despite Meredith's own advertisement of several of his novels as "comedies," the humorous side of his literary method has been overlooked, Mr. Beach admits that it is a comedy hard to define, a "lean humor," he calls it. Surely the tenderness of his Richards and Lucys, the naked revelation of the "Egoist" is far removed from the robust wit of our Elizabethans. Meredith's comic spirit is "a hunter, an executioner, an agency of correction": it "watches over sentimentalism with a birch rod."

**Bosworth, Louise Marion.**

The living wage of women workers; a study of incomes and expenditures of four hundred and fifty women workers in the city of Boston; prepared under the direction of the Department of Research, Women's Educational and Industrial Union, Boston; ed., with an introd., by F. Spencer Baldwin, Ph.D. Phil., Am. Acad. Pol. Sci., '11. (Je24) c. 6+90 p. O. (Supp. to Annals of the American Academy of Political and Social Science.) pap., 75 c.

The treatment is by class of expense: food, rent, clothing, health, savings and debts, and miscellaneous expenditures, but there is also a chapter on "Homes and lodgings" and a clarifying introductory discussion of "Nominal vs. Actual incomes." The majority of the workers here scheduled received less than \$8 a week and did either clerical or factory work.

**Brennan, G: Hugh.**

Anna Maleen. N. Y., Kennerley, '11. (Je24) 376 p. 12°, \$1.35 n.

**Cave, Rob. Catlett.**

The men in gray. Nashville, Tenn., Confederate Veteran, '11. (Je24) c. 143 p. por. pls. 12°, \$1.

**Chamberlain, Ja. Franklin and Arth. H:**

North America; a supplementary geography. N. Y., Macmillan, '11. (Je24) c. 299 p. il. maps, D. (The continents and their people.) 55 c. n.

First author has written "Home and world series of geographical readers." Second is the author of "Standards of education," etc. This is the first volume of a series of supplementary geographies which will illustrate modes of life, customs, development in production and transportation, the sig-



nificance of human response to its environment and other interesting phases of life. One book will be devoted to each continent.

### **Cherubini, E.**

Pinocchio in Africa; tr. from the Italian by Angelo Patri; original drawings by C. Copeland. Bost., Ginn, [11.] (Je24) c. 152 p. 40 c.

Translator is principal of Public School no. 4, Borough of Bronx, New York City.

### **Clifford, Clifford Robbins.**

Rugs of the Orient. N. Y., Clifford & Lawton, 1 E. 28th St., [11.] (Je24) c. 104 p. il. f°, \$3.

Seven rules are given whereby the student of the oriental rug may identify them. Rule I gives the general distinctive features of the Caucasian, Turkish, Persian, Indian, Samarand and Chinese designs. Rule II gives the names of rugs tied with the Senna knot. The original web and woof of the rug is given in Rule III. Wide web rugs instead of fringe are studied in Rule IV. Side finish is Rule V. Fineness of rug, or number of knots to the square inch is the sixth rule, and the marks in the heavy selvage is the last distinguishing rule. Plain illustration and complete explanations are given in each case. Index.

Compline office (The) according to "The day hours of the Church of England." N. Y., Longmans, '11. (Je24) 40 p. T. 20 c. n.

### **Crampton, H: E:**

The doctrine of evolution, its basis and its scope. N. Y., Columbia Univ., '11. (Je24) c. 7+311 p. D. (Columbia Univ. lectures.) \$1.50 n.

This series of eight lectures was delivered at Cooper Union in New York City, as the Hewitt lectures of Columbia University, where the author is professor of zoology. The purpose was to describe in concise outline the doctrine of evolution, its basis in the facts of natural history, and its wide and universal scope.

### **Dewing, Eliz. Bartol.**

A big horse to ride. N. Y., Macmillan, '11. (Je24) c. 505 p. D. \$1.50.

In this novel Miss Dewing, author of "Other people's houses," presents a remarkable character. Around Rose Carson Featherly, a dancer, the greatest of her time, she has written a story of great dramatic interest, in which the personality of a remarkable woman stands out with unusual reality. Endowed with strength and beauty and full of the joy of life, Rose Carson Featherly is not only a dancer, but a philosopher. Her "big horse" is this book, written in the first person, in which she comments on the life and people of London, Paris and New York, and tells of experiences of her own life, and how she came to a realization of its meaning.

### **Dickens, C:**

Works. Centenary ed. In 36 v. v. 21-22, Bleak House. N. Y., Scribner, [imported.] '11. (Je24) 12°, \$1 n.

### **Dickson, Marguerite Stockman.**

American history for grammar schools. In 3 pts. pt. 1, From the old world to the new; pt. 2, Birth of the nation; pt. 3, Nation's life and progress. N. Y., Macmillan, '11. (Je24) c. 531+52 p. il. maps, D. \$1 n.

### **Douglas-Lithgow, Rob. Alex., M.D.**

The individuality of Edgar Allan Poe; il. with numerous scarce portraits. Bost., Everett Pub., '11. (Je24) 8°, \$3 n.

### **Duryea, Nina Larrey.**

The house of the seven gabblers: il. by Hermann Heyer. N. Y., Appleton, '11. (Je24) c. 272 p. \$1.25 n.

A French countess loans her château to an

American woman, who wishes quiet, and the opportunity to work at her art. Her solitude is at once interrupted by a vivacious American widow, her small son, niece and maid. An English nobleman and Italian prince are soon added to the party, with the result that several romances are successfully launched. A rural mayor and his wife afford much enlightenment, while their son is soon the hero of a third love affair which brings about amusement for the whole party.

Eclectic English classics. v. 45. N. Y., Am. Book Co., '11. (Je24) c. S. map.

Thackeray's Henry Esmond, ed. by Wa. L. Bissell. 20 c.

### **Elkin, Heiman Jacob.**

The triangle. New Orleans, La., [H. J. Elkin, 2714 Bell St., '11.] (Je24) 141 p. 12°, 50 c.

### **Ely, Wilmer Mateo.**

The young treasure seekers; the adventures of Charley West and Walter Hazard on a perilous cruise hunting for treasure; with 4 il. by J. Watson Davis. N. Y., A. L. Burt Co., [11.] (Je24) c. 3-298 p. pls. 12°, (Boy chums ser.) \$1.

Everybody's cyclopedia; a concise and accurate compilation of the world's knowledge, prepared from the latest and best authorities in every department of learning; including a chronological history of the world, a treasury of facts, a statistical record of the world; prepared under the direction of C: Leonard Stuart, assisted by a corps of eminent editors, educators, scientists, inventors, explorers, etc. In 5 v. N. Y., Syndicate Pub., [11.] (Je24) c. il. pls. (partly col., partly fold.) diagrs., 12°, ea., \$4.

### **Ferguson, C:**

The university militant. N. Y., Kennerley, '11. (Je24) 184 p. 12°, limp leath., \$1 n.

### **Fletcher, W: I:, and others, eds.**

The annual library index, 1910; including periodicals, American and English; essays, book-chapters, etc.; bibliographies, necrology, index to dates of principal events, and select lists of libraries in the United States and Canada; and of private collectors of books; ed. with the cooperation of members of the American Library Association. N. Y., Publishers' Weekly, '11. (Je24) c. 7+451 p. Q. \$5 n.

The index has all the features which have made it so useful in previous years. The select list of libraries in the United States and Canada has been considerably enlarged and carefully collated under the auspices of the *Library Journal*, the aim being to make it authoritative and complete within the limits set by the selection. This list contains names and addresses of libraries, name of librarian, number of volumes, and verified data concerning income, expenditures and book purchases. The new list of *Private collectors of books in the United States* gives about 1200 names and addresses, arranged geographically, with the specialties of each collector if known.

### **Ford, Jeremiah Denis Matthias, ed.**

Old Spanish readings, selected on the basis of critically edited texts; ed., with introd., notes and vocabulary. Bost., Ginn, '11. (Je24) c. 43+312 p. D. (International modern language ser.) \$1.50.

Editor is of Harvard University. The book is intended to facilitate the study of the development of the Spanish language in the earlier period of its history. Etymological vocabulary.



**Gabrini, Francis.**

Meditations on the Blessed Virgin; from the German. New ed., carefully rev. by Rt. Rev. Alex. MacDonald. N. Y., Christian Press Assn. Pub., [11.] (Je24) c. 384 p. 12°, \$1.

**Galsworthy, J.**

The little dream. N. Y., Scribner, '11. (Je24) c. 35 p. D. 50 c. n.  
"The silver box," "Joy," "Strife," etc., are other plays by the author. The present is an allegory. A mountain maid, Seelchen, is wooed by two men, one from the city who has won fame in mountain climbing; one, who lives among the mountains and acts as guide. She is unhappy with each and her "little dream" is of another "great one."

**George, Frederic, ["Rob. Blake," pseud.]**

The construction of a motion picture play. Syracuse, N. Y., [F. George, '11.] (Je24) c. 48 p. 8°, \$1.

**George, H.**

History of the 3d, 7th, 8th and 12th Kentucky C. S. A. Louisville, Ky., C. T. Dearing Pr., [429 Third St., '11.] (Je24) 193 p. pors. O. \$1 n.

The author, almost a child, enlisted in 1861 in the Seventh Kentucky Infantry. The Kentuckians' brilliant part in the battle of Brice's Cross Roads precedes the relationship of tragedy at Harrisburg, Miss., about which authorities of history still differ. At this battle the 3d, 7th, 8th and 12th were all united for the attack in which they were so pitilessly defeated. The author has waited forty-six years for an opportunity of vindication and honest explanation of the heroism of these Kentuckians under General Forrest, of which too little is known by Confederates.

**Gordon, Nathaniel.**

Stella. N. Y., N. Gordon, Box 1965. [11.] (Je24) c. 56 p. il. D. \$1.

Story of the half orphaned maiden, Stella, who brought up on her father's country estate leads a quiet and secluded life until the advent of Ralph. Stella's thrilling rescue of Ralph who was snow-bound is the most exciting incident in the book.

**Hammer, Bonaventure, comp.**

Come, let us adore!; a eucharistic manual. N. Y., Benziger, '11. (Je24) c. 13+355 p. T. 75 c.

Contains instructions for the celebration of the eucharist, including meditations, prayers and hymns.

**Hill, D. Jayne.**

World organization as affected by the nature of the modern state. N. Y., Columbia Univ., '11. (Je24) c. 9+214 p. D. (Columbia Univ. lectures.) \$1.50 n.

Eight lectures on the Carpenter Foundation. In them the State is considered respectively as: an embodiment of law; a juristic person; a promoter of general welfare; a member of society; a subject of positive law; a mediator of guarantees; an armed power; and a justifiable person. In these seemingly utterly diverse but really mutually complementary aspects of the state, no attempt is made at systematic presentation of the theory of the state; but the way the problem of a wider juristic organization is affected is shown.

**Holland, Rob. Wolstenholme.**

English composition and précis-writing. N. Y., Longmans, '11. (Je24) c. 152 p. D. (Longmans' commercial ser.) 90 c.

"A small book intended primarily as a text-book for day and evening commercial schools." The author is lecturer at the Municipal Evening School of Commerce, Manchester, England.

**Hood, Christopher.**

Iron and steel, their production and manufacture. N. Y., Pitman, [11.] (Je24) 10+

150 p. il. D. (Pitman's common commodities of commerce.) 75 c.

The endeavor of the author has been to write of the subject on broad lines, giving a comprehensive account of it without details dealing with finished manufactures, save those which are made directly from the raw material such as rails, girders, bars, plates, etc.

**Hooper, Luther.**

Silk; its production and manufacture. N. Y., Pitman, [11.] (Je24) 8+52 p. il. D. (Pitman's common commodities of commerce.) 75 c.

The mulberry leaf, the silkworm, the silken thread and the woven and embroidered web are all various stages in the manufacture of silk treated of and described. The many illustrations of silk production, diagrams of machinery and processes and photographs of ancient and modern textiles, etc., graphically present the history of the fibre and describes its preparation and various uses in ancient and modern times.

**Howells, W. Dean.**

Parting friends: a farce. N. Y., Harper, '11. (Je24) c. 57 p. il. T. 50 c.

The scene of this little play is a trans-Atlantic liner, at the moment of departure. Miss Evelyn Matthews and Mr. Ralph Wayland, secretly engaged, are ceaselessly interrupted by well-meaning friends, laden with gifts, until amid commotion and excitement the long-suffering fiancé is hurried ashore.

**Huxley, T. H.**

Selections from Huxley, embracing the autobiography; On the advisableness of improving natural knowledge; A liberal education and where to find it; On a piece of chalk; ed., with introd. and notes, by J. P. Cushing. Bost., Ginn, '11. (Je24) c. 13+82 p. D. (Standard English classics.) 25 c.

Editor is head master of the New Haven High School.

International (The) critical commentary on the Holy Scriptures of the Old and New Testaments; ed. by S. Rolles Driver, D.D., Alfr. Plummer, D.D., and C. A. Briggs, D.D. [v. 21.] A critical and exegetical commentary on the first epistle of St. Paul to the Corinthians by Archibald Robertson, D.D., and Alfr. Plummer, D.D. N. Y., Scribner, '11. (Je24) c. 70+424 p. O. \$3 n.  
The first author is the Bishop of Exeter and late principal of King's College, London; the second, late master of University College, Durham.

**Jeffery, Reginald W.**

The new Europe, 1789-1889; with short notes, bibliographies, biographies, diagrams and maps. Bost., Houghton Mifflin, '11. (Je24) 401 p. O. \$2.50.

**Johnson, Alex.**

The almshouse: construction and management. N. Y., Charities Publication Co., '11. (Je24) c. 10+263 p. il. O. (Russell Sage Foundation pubs.) \$1.25.

The author is general secretary of the National Conference of Charities and Correction, an inspector of almshouses and superintendent of an institution for defectives. Means of preventing pauperism, Occupations for defectives, Evils of promiscuous mingling of classes; Origin of the British workhouse system; Houses of Correction; Laws governing almshouses; Feeble-mindedness as an inheritance, etc., are a few of many important phases considered. Appendixes. Index.

**Kaler. Ja. Otis, ["James Otis," pseud.]**

With Sherman to the sea; a boy's story of General Sherman's famous march and



capture of Savannah; with 4 il. by J. Watson Davis. N. Y., A. L. Burt Co., [11.] (Je24) 3-317 p. pls. 12°, \$1.

**Kerby, Jos. Orton.**

An American consul in Amazonia. N. Y., W. E. Rudge, [216 William St.,] '11. (Je24) 7+370 p. il. pls. pors. maps, facsim., 8°, \$2.50.

**Kirton, J. W., ed.**

Standard popular reciter. New ed., including selections from the works of Rudyard Kipling, Henry Newbolt, E. Nesbit, George R. Sims, Mark Twain and many others. N. Y., Platt & P., [11.] (Je24) 256 p. D. 50 c.

**Koehne, J. B., D.D.**

A challenge to modern skepticism. Phil., Ferris & Leach, '11. (Je24) 309 p. por. 12°, \$1.25.

**Lang, And.**

Ballades and rhymes from Ballades in blue china and Rhymes à la mode. N. Y., Longmans, '11. (Je24) c. 9+241 p. S. (Longmans' pocket lib.) 60 c. n.; leath., \$1 n.

To this new edition of poems first printed thirty years ago, the author provides a reminiscent—and explanatory—introduction.

**Lansing, Marion Florence.**

Barbarian and noble; il. by reproductions of drawings from old engravings. Bost., Ginn, [11.] (Je24) c. 183 p. S. (Medieval builders of the modern world.) 40 c.

The purpose of this series is to relate this fascinating period of history to the present by telling the stories from the point of view of the contribution of the Middle Ages to the world of to-day. Notes.

**Leslie, Jos. B.**

Submerged Atlantis restored; or, Ring-gā-sē nūd si-i-kēl'zē (links and cycles). Rochester, N. Y., Austin Pub., '11. (Je24) c. 807 p. il. pls. pors. diagrs., 8°, \$4.

**Lincoln, Jos. Crosby.**

The woman-haters; a yarn of Eastboro twin-lights. N. Y., Appleton, '11. (Je24) c. 339 p. il. D. \$1.25 n.

The "woman-haters" are a lighthouse keeper, with a mysterious secret, and an equally inscrutable young man from the city, who is washed ashore and takes up his abode in the lighthouse. A nearby bungalow is the cause of many disturbances to their solitude, for there are dwelling an exceedingly attractive girl and an elderly housekeeper. What happens to the "woman-haters" is told with the same humor that enlivened "Cap'n Eri" and "Cy Whittaker's place."

**London, Jack.**

The cruise of the "Snark." N. Y., Macmillan, '11. (Je24) c. 13+340 p. il. D. \$2 n., boxed.

One of the most adventurous voyages ever planned was that of Jack London's famous "Snark," the little craft in which he and Mrs. London set forth to sail around the world. Misfortunes overtook the "Snark" and she lies a wreck in the South seas; but before her voyage was ended she had encountered adventures enough to place her name on the role of famous ships. Mr. London has told the story in a fashion to bring out all the excitement of the cruise, its fun and exhilaration as well as its moments and days of breathless danger. The illustrations are from photographs taken by the author.

**McBryde, J. McLaren.**

Brer Rabbit in the folk-tales of the negro and other races; reprinted from *The Se-*

*wanee Review* for April, 1911. Sewanee, Tenn., Univ. Press, [11.] (Je24) 24 p. O. pap., 25 c.

A study of the rabbit and the fox and the other creatures made famous in Joel Chandler Harris' books in the folk-lore not only of the South, but of other countries. Several centuries before Christ the hare was identified with the god Buddha and is exalted to a conspicuous place on the shining disc of the full moon. From this early source and others, like the early folk-lore of China, the tales proceed to develop until their logical sequence is brought down to Harris' time in our negro tales.

**McCarty, Dwight G.**

History of Palo Alto County, Iowa. Cedar Rapids, Ia., Torch Press, '10, [11.] (Je24) 201 p. map, pls. pors. 8°, \$1.50.

**McGinty, W. H.**

Ancient Irish art and architecture. Bost., W. H. McGinty, 101 Tremont St., '11. (Je24) 97 p. il. pls. 8°, pap., 75 c.

**Mathews, W. Smith Babcock.**

Supplement to W. S. B. Mathews' popular history of music; containing an introd. essay upon perspectives in musical history, four new chronological charts and complete questions to the entire book. Chic., C. F. Summy Co., '10, [11.] (Je24) c. 49 p. D. 75 c.

**Metropolitan Museum of Art.** Catalogue of the collection of pottery, porcelain and faience, by Garrett Chatfield Pier, assistant curator, department of decorative arts. N. Y., Metropolitan Museum, '11. (Je24) c. 425 p. (8 p. bibl.) O. pap., 50 c.

**Meyer, Mrs. Annie Nathan.**

The dominant sex; a play in 3 acts. N. Y., Brandu's, '11. (Je24) 11-112 p. 12°, \$1 n.

**Miller, Fs. Trevelyan, ed.**

The photographic history of the Civil War; thousands of scenes photographed 1861-65, with text by many special authorities. N. Y., Review of Reviews Co., [13 Astor Pl.] '11. (Je24) il. maps, 4°, \$31; ¾ leath., \$41; de luxe, \$100.

**Morgan, W. H.**

Personal reminiscences of the war of 1861-5; in camp—en bivouac—on the march—on picket—on the skirmish line—on the battlefield—and in prison. Lynchburg, Va., J. P. Bell Co., '11. (Je24) c. 7-286 p. por. 8°, \$1.

**Morley, Arth., and Inchley, W.**

Elementary applied mechanics; including 285 diagrams and numerous examples. N. Y., Longmans, '11. (Je24) c. 6+382 p. tabs., D. \$1 n.

Aims to teach the elements of kinematics without the use of other than elementary mathematics. To this end all calculations are put in as graphic a form as possible and arithmetical formulæ and computations precede the symbolized algebraical generalizations.

**Mozans, H. J., pseud.**

Along the Andes and down the Amazon; with an introd. by Colonel Thdr. Roosevelt. N. Y., Appleton, '11. (Je24) c. 20+542 p. (6 p. bibl.) il. maps, O. (Following the Conquistadores.) \$3 n.

In a sense a sequel to the same author's "Following the Conquistadores up the Orinoco and down



the Magdalena." It is a record of western South American travel, remarkable chiefly for the author's faith in a splendid Spanish-American future race, to which various now alien races and discordant elements are contributing. Mr. Roosevelt, in his appreciative introduction, refers to Dr. Mozans as an ideal travelling companion with every qualification for making "just such a journey . . . and then writing about it."

**Noguchi, Yone, ["Miss Morning Glory," pseud.]**

Lafcadio Hearn in Japan. N. Y., Kennerley, '11. (Je24) c. 177 p. 12°, pap., \$1.50 n., boxed.

**Orr, Edn. Gilpin, comp. and ed.**

The real estate broker's cyclopedia; a compilation of selling plans, advertising phrases, practical methods, general information. Cin., [E. G. Orr,] '11. (Je24) c. 635 p. 4°, \$7.50.

**Page, Gertrude.**

Winding paths. N. Y., Appleton, '11. (Je24) c. 405 p. D. \$1.25 n.

The scene is laid in London for the most part, and the characters are connected with the business, artistic and literary life of that city. The heroine, "Hal," who from her boarding school days to the last chapter is the really strong character of the book stands out in vivid contrast to the nondescript people around her. The friend of her girlhood takes the easier road to fame, while "Hal" wins her own way, and in the end reaps her reward.

**Pendlebury, J.**

Plain everyday navigation for the ocean-going yachtman and others. Yonkers, N. Y., Truan Press, ['11.] (Je24) c. 44 p. por. maps, tabs., 8°, \$2.50.

**Phin, J:**

The seven follies of science, to which is added a small budget of interesting paradoxes, illusions, marvels, and popular fallacies; a popular account of the most famous scientific impossibilities and the attempts which have been made to solve them. 2d ed., greatly enl. N. Y., Van Nostrand, '11. (Je24) c. 9+231 p. il. 12°, \$1.25.

**Pope, J: W:**

Tom Perkins, the story of a base ball player; with il. by Rowland R. Murdoch. Pittsburgh, Pa., Brockett Pr., ['11.] (Je24) c. 54 p. pls. 12°, 50 c.

**Porritt, H. W., and Nicklin, W:**

Pitman's higher book-keeping and accounts; a manual for advanced students and adapted for class use or for private tuition. N. Y., Pitman, ['11.] (Je24) 6+299 p. tabs., D. \$1.

Aims to be a fairly comprehensive text-book at a reasonable price, giving a grasp of the theoretical principles of advanced accounts from a practical standpoint. Special attention is given to definitions. Sample forms are inserted wherever necessary. The practice and examples quoted are, of course, English.

**Putnam, Ruth.**

William the Silent, Prince of Orange [1533-1584], and the revolt of the Netherlands. N. Y., Putnam, '11. (Je24) c. 24+506 p. (9 p. bibl.) il. map, D. (Heroes of the nations ser.; ed. by H. W. C. Davis.) \$1.50 n.

See notice for other editions in PUBLISHERS' WEEKLY, June 1, 1895.

**Pythian, J. E.**

Turner. N. Y., Kennerley, '11. (Je24) 197 p. 16°, \$1 n.

**Read, Melbourne Stuart.**

An introductory psychology, with some educational applications. N. Y., Ginn, ['11.] (Je24) c. 8+309 p. D. \$1.

Aims to present the main truths of the science of psychology in a simple, direct, and interesting fashion. It is the normal development and workings of the reader's own mental experience which the book attempts to help him understand, the mind being conceived as a part of a psychological organism adjusting itself to the conditions of its life. Considerable space has been given to practical applications, as they help decidedly in making clear and in fixing in mind the principles involved.

**Reetz, H: C.**

Electroplating; a treatise for the beginner and for the most experienced electroplater. Chic., Popular Mechanics Co., ['11.] (Je24) c. 99 p. il. S. (Popular mechanics handbooks.) 25 c.

This handbook gives brief and practical directions calculated to be of benefit to those already engaged, as well as to those about to engage, in the electroplating business, with no more technical detail than is necessary for practical work, and yet with such explicit directions concerning the actual operations as an old hand at the business thinks may be useful to the beginner. *Contents:* Introduction; Electrical equipment; Shop equipment; Cleaning goods before plating; Copperplating; Nickelplating; Silverplating; Goldplating; Miscellaneous; First aid to the injured; Business suggestions.

**Reilly, Rev. T: à Kempis.**

Messages of truth in rhyme and story. Phil., J: J. McVey, '11. (Je24) 127 p. il. 12°, 50 c.; pap., 25 c.

**Robertson, Ja. Alex., ed.**

Louisiana under the rule of Spain, France, and the United States, 1785-1807; social, economic and political conditions of the territory represented in the Louisiana purchase as portrayed in hitherto unpublished contemporary accounts by Dr. Paul Alliot and various Spanish, French, English and American officials; tr. or transcribed from the original manuscripts; ed., annotated, and with bibliography and index; with colored map of the territory and reproductions of rare contemporary maps and plans. In 2 v. Cleveland, O., A. H. Clark, '11. (Je24) 8°, \$10.

**Saleeby, Caleb W.: M.D.**

Woman and womanhood. N. Y., Kennerley, '11. (Je24) c. 400 p. 8°, \$2.50 n.

**Schäffer, Mrs. Mary T. S.**

Old Indian trails; incidents of camp and trail life, covering two years' exploration through the Rocky Mountains of Canada; with 100 il. from photographs by the author and by Mary W. Adams, and a map. N. Y., Putnam, '11. (Je24) c. 364 p. O. \$2.

In the summers of 1907 and 1908 Mrs. Schäffer, wife of the late Dr. Charles Schäffer, a well-known Philadelphia scientist, travelled with a friend and several guides, though the Canadian Rockies. The two women found their camping days filled with countless delights, and in these pages Mrs. Schäffer gives a full record of all the events of the trip.

**Schmitzler, Arth.**

Anatol; a series of dramatic dialogues paraphrased by H. Granville Barker. N. Y., Kennerley, '11. (Je24) 125 p. 12°, \$1 n.



**Schöpf, Johann D:**

Travels in the Confederation [1783-1784]; from the German; tr. and ed. by Alfr. J. Morrison. In 2 v. Phil., W. J. Campbell, [1623 Chestnut St.,] '11. (Je24) c. 775 p. por. 12°, \$6 n.

**Scollard, Clinton, and Jones, T. S., jr.**

An Easter garland. Clinton, N. Y., G. W. Browning, '11. (Je24) \$1; pap., 50 c.

**Sinclair, Upton Beall, jr.**

Love's pilgrimage; a novel. N. Y., Kennerly, '11. (Je24) 669 p. 12°, \$1.35 n.

**Soulé, Julien Eliz.**

Telegraphy: railroading, express and freight. Jacksonville, Fla., J. E. Soulé, '11. (Je24) 5+95 p. diagrs., forms, O. (Soulé's practical method of training.) \$1.

A practical handbook of instruction for the would-be telegraph operator, not so much code practice as the routine methods in ordinary telegraph practice. There are chapters on wireless, transmitting and receiving messages, delivery, accounts and reports. Half the book is devoted to the duties of the railroad telegraph operator.

**Spottiswoode, Sybil.**

Her husband's country. N. Y., Duffield, '11. (Je24) c. 420 p. D. \$1.20 n.

The author of "Marcia in Germany" writes a story of an English girl who marries a German officer, settles in the Fatherland and tries to lead the life of her husband's country. The difficulties of the international match are depicted with spirit and humor, but lead at last to unhappiness and tragedy. Patience, the heroine, learns too late her own lack of tolerance, and her husband Helmuth's love for her.

**Spurzheim, J. G., M.D.**

Phrenology. Phil., Lippincott, '11. (Je24) 495 p. 8°, \$1.50 n.

**Stevenson, Rob. L:**

An inland voyage and Travels with a donkey; ed., with introd. and notes, by L: Franklin Snow. Bost., Ginn, ['11.] (Je24) c. 14+268 p. S. (Standard English classics.) 35 c.

Editor is dean of Teachers' College, State University, Lexington, Ky.

Stevenson's Treasure Island; ed., with introd. and notes, by Fk. Wilson Cheney Hersey. Bost., Ginn, ['11.] (Je24) c. 73+249 p. S. (Standard English classics.) 45 c.

Editor is instructor in English in Harvard University, co-editor of "Specimens of prose composition" and "Representative biographies of Englishmen of letters."

**Sue, Eugène, i.e., Marie Joseph Eugène.**

The galley slave's ring; or, the family of Lebreun; a tale of the French revolution of 1848; tr. from the original French by Dan. De Leon. [N. Y.] N. Y. Labor News Co., '11. (Je24) c. 223 p. 12°, 50 c.

**Swinnerton, Fk.**

The casement; a diversion. N. Y., Duffield, ['11.] (Je24) 324 p. D. \$1.20 n.

The love story of Loraine Trellas, who lives with her married sister Olivia. Mr. Paul Trevell, a former lover of Olivia's, comes to their house on business and Loraine's fear that he may spoil the happy life of her sister and brother-in-law gives her an unusual interest in him. He falls in love with Loraine, but a younger man, Michael Reay, enters her life and also loves her. The main plot of the book is the development of the men's characters in the girl's eyes, and her ultimate choice of Paul. The scene is laid in rural England.

**Symmes, Harold.**

Children of the shadow, and other poems. N. Y., Duffield, '11. (Je24) c. 97 p. D. bds., \$1 n.

A posthumous collection of poems by a young Californian of great promise.

**Taylor, F: Winslow.**

Shop management; with an introd. by H: R. Towne. [New ed.] N. Y., Harper, '11. (Je24) c. 207 p. O. \$1.50 n.

Author was president of the American Society of Mechanical Engineers, the author of "Principles of scientific management." Growing interest in scientific management seems to call for a new edition of this book, first published in 1903 under the auspices of the American Society of Mechanical Engineers. It is written for those employed in industrial enterprises and in the production of goods. An effort is made to describe the organization and some of the mechanisms by means of which these principles can be made effective. Index.

**Thomas, A:**

As a man thinks; a play in four acts. N. Y., Duffield, '11. (Je24) c. 213 p. por. O. \$1.25 n.

A successful play which has been running in New York. It is based on the words "as a man thinks so shall he be." It deals with a problem of sex from a new and quite unusual standpoint, and on the whole has a broad-minded, kindly attitude toward people and their frailties.

**Thomson, W: M.**

The land and the book; or, Biblical illustrations drawn from the manners and customs, the scenes and scenery of the Holy Land; with numerous il. and maps. [New ed.] N. Y., Harper, ['11.] (Je24) 614 p. O. \$2.40 n.

This new edition of a work published in three volumes about thirty years ago has been prepared in consequence of the interest in the three hundredth anniversary of the Authorized Bible.

**Tolstoi, Count Lyoff Nikolaievich.**

Resurrection; tr. by Aline P. Delano. N. Y., Crowell, '11. (Je24) c. 2+475 p. D. \$1.25.

**Truesdale, J: comp.**

Camp, battlefield and hospital; containing the thrilling stories told by the heroes of our nation, together with songs, ballads, anecdotes and humorous incidents of the war. Phil., Nat. Pub., ['11.] (Je24) c. 8+17-256 p. pls. pors. 8°, \$1.

**Vittoz, Roger.**

Treatment of neurasthenia by teaching of brain control; tr. by H. B. Brooke. N. Y., Longmans, '11. (Je24) c. 6+117 p. D. \$1.20 n.

Intended, not for physicians primarily, but for the sufferers themselves. Inasmuch as all neurasthenia is due to an abnormal working of the brain, the author's emphasis in method of cure is upon proper control of brain action, on action of the will in concentration and in the control of conscious ideas.

**Wallace, Edg.**

The other man; il. by T. J. Fogarty. N. Y., Dodd, Mead, '11. (Je24) c. 304 p. front. in col. D. \$1.25 n.

Here is a story of mystery and suspense, of a vague, shadowy, wonderfully clever, sinister, powerful criminal, of a stout hearted hero, a shrewd detective, and a dauntless girl. When a little band of bad men are able to produce international complications which shake the stock markets of the world, when they are able to do this and reap enormous profits from the operation, and remove with terrible swiftness and secrecy any inquisitive intruders upon their proceedings, then you have a story of high finance upon a very high financial scale.



# The Publishers' Weekly

FOUNDED BY F. LEYPOLDT

June 24, 1911

The editor is not responsible for the views expressed in contributed articles or communications.

Publishers should send books promptly for weekly record and descriptive annotation, if possible in advance of publication. The Record of the PUBLISHERS' WEEKLY is the material of the "American Catalog," and so forms the basis of trade bibliography in the United States.

*"I hold every man a debtor to his profession, from the which, as men do of course seek to receive countenance and profit, so ought they of duty to endeavor themselves by way of amends to be a help and an ornament thereunto."*—LORD BACON.

## THE SUMMER SLUMP—A RADICAL VIEW.

Now that the hot weather season will very shortly be upon us the majority of trade papers, in other lines as well as books, are busily attempting to exorcize the Summer Slump bugaboo.

There is little question that much of this seasonal dullness is a reflex phenomenon. We take it for granted that trade must be dull in the summer; we expect it to be dull; we act as if we knew it was going to be dull—and Heaven only knows how, under those circumstances, it could be anything else than dull.

Is it true, of your store, that "everybody goes away in the summer" and "nobody buys books, anyway, in hot weather." Or, is it true that by adroitly changing your appeal, by reaching a different class, by pushing different lines of stock, a "summer trade" of individual importance might be worked up.

Here is a comment from a recent number of *Advertising and Selling*:

Some years ago a New York department store owner shined perceptibly when his advertising manager showed him his extensive and expensive plans for advertising for the summer months.

"We can't stand that," he said. "We'll waste our money; everybody goes away in the summer."

"Yes," replied the advertising man, with terse finality. "Everybody except 98 per cent." And he had the figures to prove it.

The manufacturer who stops his advertising in the summer generally does so for two reasons, or alleged reasons. One is that the trade isn't buying; the other that people don't read ads. in the summer.

The fact that people are not buying is a good reason—provided it can be proved that they don't read ads.

That can't be proved, for it isn't true.

If your trade does go away in the summer, are you supplying them with the travel literature, guide books, stationery, light reading, outdoor books, etc., they need for that trip?

Are you aware that, whatever the buying, as much reading is done in July and August as in any two months of the winter. It is a holiday season; people work less by day; they have less social distraction by evening. They have more time to read.

As for the store's appeal—why, one bookseller of our acquaintance, who lays stress on the bookish atmosphere of his shop, redresses it anew each year for the summer. The brown winter walls blossom out in cool greens and whites. The heavier carpets in his "reading den" are replaced by grass rugs. Out goes all the store's dark mission furniture—into storage, a crop of summery—and cheap—willow furniture taking its place. With fans installed and—yes, something refreshing at call—that store of his is an afternoon *rendez-vous* for half the women of his town.

There's room, however, of course for a word of caution on the other side. As most of us are constituted an occasional let-up is a necessity. A retail bookseller who pushes his business hard *all* summer will pay for it, more than he gains, in decreased vitality to take up the fall campaign. Don't omit a real vacation, for yourself and your clerks; don't omit or stint it for it's an excellent business investment. Work up such a summer business that it's "hard to get away"—but don't fail to get away just the same.

The kind of Summer Slump to arm against, the only kind to be afraid of, is that which begins to be gloomily anticipated in May, is initiated early in June, lazily acquiesced in through July and August, and almost regretfully bidden farewell to late in September!

## READING AND THE WEATHER.

A LONDON publisher, says the *Evening Post* editorially, has been giving his experience with reference to summer reading. Much depends, he finds, upon the character of the summer. Unsettled weather means the taking up of more serious books than continued sunshine tempts to, and in an exceptionally fine summer there is a notable falling away of reading of whatever kind. One thing holds for all weathers: a successful novel of the summer season must be a love story with a happy ending, or, if not with a happy ending, with sufficient interest to compensate for the lack of one. But the detective story, "because it intrigues the mind in so persistent a way," and even light biographies and still lighter autobiographies, are



welcomed by the bookstall-frequenting Britisher during the season of relaxation. The successful publisher of books for summer reading in England must be one who combines an intimate knowledge of the records of the Weather Bureau with a study of its daily bulletin and a first-hand and unremitting observation of thermometer, barometer, anemometer, the shapes of clouds, and the color of the sky. Without a moment's warning the treacherous weathervane may compel him to stop the presses that are pouring out "Lady Geraldine's Lovers" or "Patsy's Husbands," and start "Wet Days at Wedgewood," or "Soul-Fog," or "Mist and Mysticism."

The relation between literature and meteorology has not been sufficiently considered by writers. Shakespeare, with characteristic shrewdness, made capital for three of his plays by naming them "Twelfth Night," "The Winter's Tale," and "A Midsummer Night's Dream," although readers do not commonly limit themselves to these seasons in their perusal of them. But even the great dramatist, in the bulk of his work, gave no sign of consciousness of that sweet seasonableness which is now coming to be recognized as the most important factor in the saleability of a book. Like Sir Philip Sydney, he seems to have looked into his heart instead of his almanac, and to have written according to his own honor and dignity rather than according to the probable precipitation. We live in a more scientific, and therefore a happier, day, when the reader's tastes are analyzed and charted for the guidance of those who would win fame and fortune by pleasing him. In older days any one could force his wares upon the public merely by finding a patron. The transition from patron to publisher did not at first appear to be the revolution it was, for many publishers continued the practice of some of the patrons, of printing what people ought to want to read rather than what they were known to like or could presumably be made to buy whether they liked it or not. But the progress of enlightenment has in our own age put the literary craftsman where he belongs, in the position of catering to the lordly reader.

It is only the summer, however, that may be said to have been specifically set apart for certain kinds of books. In winter, spring and autumn the writer need not limit himself to one or two types of the novel and to light biography. Within the limitations which his public has placed upon him, he may give himself up to the theme and the treatment of it which most enlist his interest, regardless of whether the indications are for rain or snow or fair weather. That this is in all cases an advantage is not to be assumed lightly. Indeed, it is not impossible that the approach of summer, with its ready-made schedule, always excepting the variations made necessary by unsettled weather is regarded with relief by both author and publisher. Here, one can imagine them saying, with a sigh of relief, is something absolutely definite. Allowing thirty days of unsettled

weather, for which we must provide a few things of the more serious sort, such as "Love Stories of Famous Authors" and "Red Rose Against White Rose, or, the Romance of History," there will remain eighty or ninety days of sunshine, with their demand for the amatory novel with a happy ending or with sufficient interest to compensate for the lack of such an outcome. As the second of these alternatives is much more difficult than the first, it will not be expected to characterize more than ten per cent. of the whole number of novels. A small amount of light biography can be turned off in the intervals of more important work, but the autobiographies are not so easy. Still, a fair supply of them can be produced at second hand. This is a simple and definite programme, in which nothing remains but the determination of the numbers of each class to be printed.

The logical consequence of these conditions is their extension to the other seasons. What kinds of books are suited to the halcyon, balmy, half blustery, days of May? What sort of reading does one naturally relish when the leaves begin to turn? "Summer reading" is one of the most familiar phrases in the announcements of the bookseller. Why not spring reading and fall reading and winter reading as well? Is it not likely that a little enterprise would discover a Dickens variety of weather, and a Marcus Aurelius climate? What is the exact percentage of humidity requisite for a proper appreciation of "East Lynne" or "Barriers Burned Away"? We are accustomed to March White Sales and August Furniture Sales, but, to our shame be it said, the most brilliant *summa cum laude* Phi Beta Kappa orator of our oldest or largest or richest university would be dumb before the simple question of what books ought to be read in January of a given mean temperature and moisture. Surely the department stores can help us here. And, unless they do help us, it is to be feared that what was once known as *belles lettres* will shortly claim the attention of few besides the literary historian or antiquary. If, however, even a single month should haply be found adapted to classical or "standard" volumes and to no others, the investigation would be worth all it might cost.

## THE ENCYCLOPÆDIA BRITANNICA ADVERTISING CAMPAIGN.

INASMUCH as the publishers of the eleventh edition of the Encyclopædia Britannica claimed that their campaign, which closed on May 31, was a "new aim in publicity," says Lynn G. Wright in a recent number of *Printers' Ink*, book advertisers in general will doubtless be curious to know how this advertising worked out.

A statement issued by the advertising manager thus describes how this advertising was "new": "It was inevitable that the primary aim of the notices of the new edition which have appeared in all the principal magazines and newspapers in English-speaking countries during the last six months should have been not so much to create a demand as to





AN EXCELLENT M'CLURG WINDOW.

The book displayed is Moffat, Yard & Co.'s "Barbara of the Snows."

inform, develop and above all to concentrate a demand which already exists and which would ordinarily be spread over several years."

The publishers called to their aid in achieving their "new aim" some \$700,000 or \$800,000 and through fifty or sixty magazines, as many or more trade journals and over a hundred newspapers industriously set themselves to the task of concentration.

Quantitatively the seven months' campaign was a hummer. If all the advertising was slit into column widths and then pasted together the final piece of copy put out on May 31 would doubtless be now dangling somewhere in the neighborhood of the moon, thus subjecting that faithful satellite to the untried delights of a national campaign.

Qualitatively, the advertising is deserving of high praise.

Few campaigns carried on in this country have demanded more pressing activity or witnessed a more successful working out of

plans laid necessarily several months in advance.

Over in the Cambridge University Press offices in West 32d Street the pressure was terrific. The four-page colored inserts in the magazines, the trade-journal copy and the driving daily paper copy running frequently to full pages, set inquiries in motion toward the publishers' offices and gave the two floorsful of American girls a vivid realization of the dynamic power of British pounds sterling when invested in Yankee advertising.

Every inquiry demanded an answer and a prolonged follow-up. The slightest show of interest brought upon an inquirer a lengthy procession of booklets, prospectuses, testimonials, statistics and authoritative indorsements, to say nothing of hurry-up letters which pictured the swift-approaching date of May 31, when up would go the price of the Encyclopedia several dollars a set.

While there were literally miles and miles of advertising copy, it was written about this chief "talking point"—the remarkably smaller size of this edition because of the use of thinner paper.

In as many varied ways as copy writers' ingenuity could devise, the point was made that the separate volumes could be held easily in the hand and could be taken to the fire and consulted for pleasure as well as information. The wonderful compactness of the volumes was illustrated by cuts in the advertisements and by window displays in bookstore windows. The follow-up literature convinced the prospect of the wealth of contents and of the authoritative nature of the names of the editorial staff.

And again that recurrent warning: "Hurry! After May 31 you will have to pay a good deal more for these books."

It was explained why the set could be given more cheaply by subscribing before May 31.

"The reason for offering special prices at all to prompt subscribers was purely a material one, the whole situation being governed by consideration of manufacture. In order that the manufacturing may be completed economically and rapidly it is essential that the total number of sets for the first distribution shall be accurately determined by the last day



of this month, and then all of the remaining copies that will be required to execute orders registered by that date will be completed as one continuous operation and with the utmost dispatch.

"There is indeed no industry in which the economy of manufacturing upon a large scale is more evident than it is in the printing and binding of a book, and manufacturing upon a large scale means, in this case, not only the printing of a large number of sheets and the binding of many thousands of volumes, but also the printing and binding of this large number without interruption. All whose applications are posted before May 31 are entitled to the lowest price, because their orders, being received while the whole machinery of production is still in motion, will be executed as part of an unbroken series of operations."

All of which is good sense and was so generally recognized. But the first few months brought orders only in dribbles. By the middle of May the total had reached about 20,000.

The advertiser then turned on more "power." Warning copy was hurried to the dailies of all the larger cities of the United States. Daily reports were printed of the number of orders received. The copy took on, more and more, those specific news features that are known to be good action producers. May 31 was pressed into the minds of millions of readers as the last day of opportunity. They must have dreamed about it—and then delayed a little while longer. For the real action did not begin till after May 20. On May 18, 23,000 applications had been registered. On May 24 these had jumped to 26,154 and were so reported in the advertising. "Only seven days left" a 60-point John Hancock caption flared.

There was an upheaval in the United States mails, and two days sufficed to show 27,515 orders. One or two more pressing invitations to act, and on May 30 29,790 names were enrolled on the order books.

On the morning of May 31 the last ad was published. In addition to the forceful reminder carried, it included a facsimile Western Union telegraph form, so prepared that it needed but little more than the sender's signature to complete the order for the books. Orders not mailed or telegraphed before the stroke of midnight would not be booked.

That was a stirring day in West 32d Street. Messenger boys filed into the Builders' Exchange Building in a stream. The bags of the letter carriers grew more plethoric with each delivery. The order clerks in the Britannica offices on the tenth floor forgot their lunch in their vain endeavors to keep the stacks of letters and telegrams from toppling. Oliver McKee, the English sales manager in charge, came near to uttering an exclamation, so nearly did he come to losing his reserve, as his excited assistant reported the doings. One of the final orders was from a corporation head who asked for fourteen sets, one for his yacht, one for his home and the rest for his executives.

Two days later the checkers were able to make a close approximation of the total bookings. Orders ran to over 32,000 sets—increase of nearly three thousand in a single day. Advertising did it; 30,000 lines were used in the newspapers. Over \$75,000 was spent in the last thirty days.

As suggested in the opening paragraphs of this article, the publishers comforted them-

selves with the assumption that in the Britannica they had a product without a competitor, and, furthermore, that their problem was to crystallize an existing demand rather than to create a new demand.

It must be confessed that the promoters of this new edition had a wonderful name to juggle with. The mere announcement of a new edition of this famous encyclopædia which has been a standard for a great many years, was alone sufficient to arouse world-wide interest among the English-speaking peoples.

The publishers' work of concentration of a pre-existing demand, although not the first of its kind, was thoroughly done. A showing of 32,000 advance orders, which means a purchase of 928,000 individual volumes, there being 29 volumes in the new edition, is indorsement enough.

The campaign was projected from the offices of the Cambridge University Press and the orders on publication were placed through the Presbrey agency.

## ARE TOO MANY BOOKS PUBLISHED?

A DISCUSSION BY LONDON MEMBERS OF THE NATIONAL BOOK TRADE PROVIDENT SOCIETY OF ENGLAND.

At the first of a series of debates on book-trade subjects arranged by the London Branch of the National Book Trade Provident Society the subject, introduced by E. Cooper, was "Does the Book Trade Suffer from Over-Production?"

Introducing the subject, Mr. Cooper said he was not going to take it for granted that the book trade was in a decrepit condition. They had to find out whether the trade did suffer from over-production. He would like to say at the outset that he quite realized that the publishers had a very difficult task to perform. They were heavily handicapped by a restricted market. While other manufacturers had practically the whole world as their market, publishers were restricted to those countries where the English language was spoken. He did not consider the issuing of cheap series of reprints of good books as contributing to over-production. They brought with them no depreciation in price by quick remaindering, and so long as they were kept fresh by the addition of good books year by year, and the price maintained, there was little to fear from them. They also stimulated competition among publishers, leading to the better value being offered to the public, and consequently, bigger sales. They also necessitated vigorous advertising, leaning to a more general interest in books generally, and benefited the book trade generally by leading the young to purchase books. His experience was that young people who commenced buying cheap series developed an understanding and love of books which ultimately led them to desire the best critical editions. Thus cheap series were benefiting the trade by fostering a love of books and building up the class of book buyers upon whom the prosperity of the book trade of-



the future would depend. Mr. Cooper inveighed against ill-conceived and badly constructed books, the continued duplicating of books on the same subject, and books which he termed "elaborated journalism," all of which, he said, tended to over-production, and quoted the remark made by John Murray at an international meeting of publishers, "that the gradual encroachment of journalism into the domain of books is a danger which cannot be disregarded, and books are produced of an ephemeral character, which is much to be deplored." Another statement of Mr. Murray, quoted by Mr. Cooper as accounting for much over-production, was, "The moment a young author has made a mark he is beset by tempting appeals from a dozen quarters at once, to throw off articles, short stories, anything which bears his name, to the detriment of more solid, worthy work." Another quotation in support of his contention was one from a recent speech by Lord Morley, who stated that the headmaster of Eton has said, "We live in an age when there is in this country the greatest abundance of bad literature that was ever known in any country in the world." Were such statements, he asked, good for the trade? It was apparent that over-production of books did exist, of books which were ephemeral, books which were no books, produced as a price far above their worth.

Mr. Cooper then turned his attention to remaindering, which could not otherwise be accounted for but as the result of over-production, and from this the trade did suffer, for, apart from the competition, remaindering undermined the confidence of the steady book-buyer. Books remaindered had failed from the literary point of view, or had been issued first at an inflated price, and booksellers were continually being told by customers, when a new book was offered, that they preferred to wait for a remainder or a second-hand copy. Mr. Cooper thought one remedy might possibly be a reversion to the old subscribing system, the publishers keeping the number produced within some reasonable margin of the number subscribed. They would have to uphold the market price of the better-class books if they were to restore public confidence.

Part remaindering was, if anything, even more injurious to the trade, for they got into the hands of second-hand dealers who did a large catalogue trade, and caused much trouble with customers who had purchased at published prices. Book publisher and author suffered as a consequence, because when another new book came along the previous experience was bound to be remembered both by the public and the bookseller. The trade were agreed that good books sold whenever they were produced, and he pleaded for the production of half the number of books now issued, provided they were good books.

Another complaint voiced by Mr. Cooper referred to the large number of books issued almost simultaneously in the autumn and the spring. He urged that the publishing seasons should be spread over longer periods.

H. J. Cape was not prepared to admit that

there was over-production of books. They had to consider not only the bookseller and the publisher, but also the author. The author had a right to produce books. If a publisher declined to issue a book, the author would find plenty of others to do so. He thought there was under-production. In this country we had something like forty millions of people and free education. During last year there were published in this country about ten thousand new books and new editions. In Germany, the number of books issued in proportion to the population was much higher. Yet the book trade there was in a very flourishing condition. In most homes in this country would be found a piano, yet in how many would be found a representative collection of books? If the amount of money spent in pianos had been expended on books, those books would have provided more interesting occupation than all the piano practicing. They had not realized one-tenth of the possible field for the book trade—were only touching the fringe of it. It seemed to him that booksellers were spending all their time attending to travellers and looking after the petty cash; publishers also were engaged in their relations with authors and literary agents. They seemed to forget that their object in business was to sell books, they had no time to devote to the organization of the selling part of their business. Mr. Cape did not approve of any restriction of output, as that would minimize the possibilities of discovering good books.

Frank Denny said he could not but support Mr. Cooper, especially in what he said as to the duplication of books, as to journalistic books—merely scissors and paste. There was no one present who would not agree that there was over-production of novels. He was also with Mr. Cooper in regard to the evils of publishing a large number of books in a short season. In October, November and December 1200 or 1300 books are published. How could any bookseller be expected to do justice to a fiftieth part of them? Mr. Denny criticised the ineffectual methods of advertising resorted to by publishers—when they did advertise. As the holder of perhaps the largest stocks in London, he maintained that there was over-production of books, and he ought to be in a position to know.

Mr. Watkins (Smith, Elder & Co.) thought it should be the ambition of booksellers, as business men, to have as much to sell as they could get. He bantered the booksellers on their lack of enterprise in not stocking all books and series and editions published. It was not, he said, with a touch of humor, a matter of over-production, but of slackness on the part of the booksellers. When a book was published, the booksellers should give it its fair due and put it on their shelves.

H. C. Palmer (T. N. Foulis) failed to follow Mr. Cooper in his statement that good books always sell. His impression was that books of any other character were more likely to have big sales. There was a certain amount of truth in the view that remainders were caused by over-production, but it was a dangerous truth in that it was a half-truth.



It was more a question of distribution than of production. He did not think it would prove practicable to publish books all the year round instead of at the spring and autumn seasons. In the summer months travellers would find a large proportion of the booksellers away on holiday, and the bookseller who was seen would hesitate to buy, as many of his customers would be away on holiday also. Where publishers made a mistake was in asking themselves whether a book would have a market, instead of asking whether it was worth publishing for its literary merits. The publishing and selling of books was descending from a profession into a trade, because books were sold in the same manner as bricks, instead of being treated as the best and highest productions of the day.

J. G. Wilson expressed himself as an optimist in regard to the book trade. There never was, he said, a period when more books were sold and a greater interest taken in good books. He looked upon the tremendous number of cheap reprints issued as fertilizers which would in time produce a plentiful crop of buyers for good editions of the best works. The success of the bookseller did not lie so much in selling as in buying, and in the choice of the publishers in the books they decide to publish. It was quite impossible for booksellers to stock all books published. The crying need of the trade was for better methods of distribution; the present methods were cumbrous and antiquated. This matter attended to, over-production, or, as he would rather term it, the glut on the market, would at once cease. Although he did not maintain they should have an "on sale" system, they would have to come to some arrangement with the publishers if they were to find a place on their shelves for all the books they thought the public would want. That was one of the questions the Society should discuss very fully, and submit their conclusions to the Publishers' Association.

W. J. Roberts, speaking from the circulating library point of view, thought the trade did suffer from over-production. Another fault was that the publisher did not give the bookseller an opportunity of knowing what he was expected to buy. The bookseller should have time to test a book before being asked to give an order for it. The circulating libraries had been met with a good amount of ridicule because they had asked to be allowed to sample books before purchasing them and issuing them to their clients.—*The Publishers' Circular.*

"NOBLE works ought not to be printed in mean and worthless forms, and cheapness ought to be limited by an instinctive sense and law of fitness. The binding of a book is the dress with which it walks out into the world. The paper, type and ink are the body in which the soul is domiciled; and these three—soul, body and habilitment—are a trio which ought to be adjusted to one another by the laws of harmony and good sense."—*Gladstone.*

## THE EXPERIENCES OF A RUSSIAN BOOKSELLER.

HAVING been for many years a bookseller in Russia, says Ivan Narodny in a recent *Bookman*, I have found that to the Russian a book is something sacred and mysterious. To him it is almost a fetish, a thing to be revered. He never regards it as a piece of furniture or a decoration. To the half educated peasant it is the silent speech of the divine mysteries; to the educated reader it is the message of genius. A Russian never buys an *édition de luxe* to keep for show. If he has one it probably has been presented to him by some one else on some important occasion. I can hardly think of any sets of a hundred or four hundred dollar editions or of a prescription for a five-foot book shelf. The Russians would laugh at any prescriptions for a family library, even if such prescriptions had been suggested by men like Tolstoy or Turgénéff.

When the present Czar was the heir-apparent and made a trip in the Orient, Prince Uchtomsky and one of the best Russian artists were invited to accompany the imperial traveller and write the book of his travels. The book was published gorgeously and nothing was spared to make it artistic, interesting and attractive. Brockhaus & Company in Leipzig were subsidized to bring out a German edition at the same time. The Russian edition was of one thousand copies and the price was fifty rubles a copy. It was really a very beautiful work and one would suppose it would have had a big sale. At that time all the higher Russian nobility was favorably disposed to the court and many big retail sellers made a propaganda among their customers, counting on a large sale. I, being at that time the manager of a provincial bookstore, took personally a copy to the governor of the province, feeling sure that he would buy it. But to my surprise he replied:

"I might have been induced to buy a new book by Tchekhoff or Korolenko for such a price, but as to buying that book, I have no interest in it at all. I would not buy it for five rubles, for I do not keep books for their appearance or for the names of their authors. I like to have books which I read and reread with reverence."

Thus the book of the Czarevitch's travels in the Orient was a failure, and I believe that hardly more than a hundred copies of it were sold in the bookstores. Finally it was taken out of sale by the Minister of the Court and distributed as a souvenir for the palace employees or as presents for the members of the Imperial family.

About the same time a publisher brought out a collection of essays by Hertenzen, a famous Russian exiled writer. It was a primitive paper-covered edition, and as it was prohibited by the censor, only a few copies were left with each retail dealer. I procured five or ten copies and covered them with the covers of the orthodox prayer book, so that if a search were made by the police, the prohibited books would not be discovered in my



store. The original price of each copy was five rubles, but I placed it at ten. In less than a week the books were sold, and I had scores of customers who offered me twenty rubles for a copy if I would get it for them. But the fact was I could not get them at any price. It is not unusual for a bookseller to sell prohibited literature for a double price or triple price. I sold "Siberia and the Exile System," by George Kennan, for five to ten rubles a copy, although it was listed at only one ruble.

This may give a slight idea of the peculiarity of the Russian reader and also illustrate the fact that in Russia one appreciates more the thought and the spirit of the work than the fame of its author or the binding. I am positive that if a Russian Prime Minister should write something his book would find scarcely a buyer, because of his social prominence. General Kuropatkin wrote a book on the Russo-Japanese War and the expectation was that it would be a great success, yet of the foreign editions ten times more were sold than of the Russian. About ten years ago the Grand Duke Constantine published a volume of his poems, and one would think that the people would have bought it out of sheer curiosity. But the publisher told me that not two hundred copies have been sold since the book appeared.

To succeed in Russia a book must have three pronounced qualities. It must first of all have a strong dramatic element, which is based upon true psychological characterization. Next, it must have a thought and strong emotional appeal; and finally it must have an individual originality, which fascinates the reader either with some temporary social political problem or with the treatment of the momentary moods of society. In America a book must make a hit immediately or it is a failure, but in Russia a good book comes to the surface after several years. Gorky and Andrieff were the only Russian writers who made their reputation in two or three years; but Tolstoy, Turgéneff and Dostoyevsky were able to succeed only in the course of from six to ten years.

Very often books that have but little significance in their native country become the greatest "sellers" abroad. Some of the American authors who are almost forgotten in their own country are still in high demand in Russia. For example, Henry George, Bret Harte, Cooper and Longfellow. I cannot imagine a Russian student of literature or an average reader who does not have the books of these American authors on their shelves. The works of Emerson, Mark Twain and Walt Whitman, the biographies of Benjamin Franklin and Lincoln and "Uncle Tom's Cabin" are and remain the most popular American books in Russia.

A Russian reader likes to read only such American books as are tinged with the wild adventurous life of the new world, something that smacks of the aboriginal, of the Indians; or which expresses such original elements as are supposed to represent the spirit of the American people. The Russian average reader as a rule imagines America as a coun-

try of absolute freedom and happiness of which he dreams as of an idyllic paradise. Nobody likes to read American fiction that sounds like a cheap imitation of the European. They do not like American writers who are occupied with clever plots or with social scandals. The Russian demands that America offer something typical of its soul, both in ideas and in conception. Many Russian publishers have tried again and again to bring out such books as have succeeded in America, but nearly all have failed.

"The Jungle," by Upton Sinclair, and "Looking Backward," by Bellamy, were the only popular books of the American "sellers" that succeeded in Russia. Their success was due to their socialistic qualities, and they were published at a time when the spirit of socialism had reached its culmination. But these books both died in their early youth. Nothing is now heard of them, though a few years ago they sold by hundreds of thousands of copies. Few English authors have made in Russia such a success as Herbert Spencer, Oscar Wilde and Bernard Shaw. In the beginning of this century they attracted attention and made a great sensation. But whether they will continue to sell is hard to predict.

At the same time Ibsen, Hauptmann and Nietzsche created a furor and their works were published in half a dozen various editions. The Sunday editor of every newspaper had to print something by these literary gods in his Sunday section. Circles and clubs for their propaganda were founded everywhere. Ibsen, Hauptmann and Nietzsche were discussed alike by high society and by the literary vagabonds. It was a real fad for a time. Only now under the pressure of new idols they are gradually disappearing and giving place.

For some three or four years Gorky and Walt Whitman were the objects of a literary cult. Their books were to be seen on tables in private houses and in clubs, and their portraits were placed like holy pictures in places of honor in bookstores and in public halls. Just as an orthodox religious peasant crosses himself every time he passes a holy picture, just so a follower of these literary idols bowed reverently before the masterpieces of Walt Whitman and Gorky. Many of the Russian authors that have had a great success abroad are at home almost neglected. Of Turgéneff and Andrieff less is sold in Russia than abroad. Tchekhoff, Dostoyevsky and Korolenko are but little known in America, but they are at present Russia's most popular authors.

Pessimistic realism has for fifty years dominated Russian fiction. Yet in a very different key is the work of a new writer, who has probably made the biggest sensation in modern Russian literature. Arzibasheff is the literary hero of Russia of to-day. Of his "Sanin" over a million copies have been sold in one year, although his recent novels have created less furor. He is a modern Boccaccio, the impressionist of an erotic fiction. His style is vivid and fascinating, but he so reeks



with sensualism that he leaves Maupassant far behind.

Russian readers differ not only in their literary tastes, but also, as here, in their point of view. A book of fiction must not only fascinate the intellect, but also it much touch the heart. It must be direct, simple and natural as if the author were telling a story verbally. In Russia the writer of fiction has not only to undergo the severe training of the journalist and the literary critic, but also he has to be a student of psychology, sociology and arts before he attempts to make a career as a novelist. This may be best illustrated by my own experience. I was a journalist for two years, for three years I was a book-seller and then for some years longer a literary critic. I had published many short stories in the periodicals, yet I did not yet dare to write my individual style of fiction, over which I had worked for ten years, until men like Dr. Tchekhoff, Professor Schroeder and Tolstoy found something to appreciate in my stories. However, my first attempts at originality were soon nipped in the bud, when the Russian Government, unable to agree with my efforts, made me a prisoner for four years in St. Petersburg. After my release political persecution forced me to leave my country, probably forever, and thus to become an author in a new country and in the midst of a new life.

#### BOOKS PRINTED ON NICKEL?

IN an interview in a recent issue of *Nash's Magazine* Thomas A. Edison comes out with the rather startling suggestion that nickel may be used shortly as a vastly superior substitute for paper.

"Why not?" asked Edison. "Nickel will absorb printer's ink. A sheet of nickel one twenty-thousandth of an inch thick is cheaper, tougher, and more flexible than an ordinary sheet of book-paper. A nickel book, two inches thick, would contain 40,000 pages. Such a book would weigh only a pound. I can make a pound of nickel sheets for five shillings."

Here, at last, is comfort for the librarians who are crying out against the commercialism that produces paper so poor that most of the volumes printed to-day seem likely to crumble to dust within a hundred years. Here, also, is a prospect of real culture for the masses. Forty thousand pages in a volume! A single volume the equivalent in printing space of two hundred paper-leaved books of two hundred pages each! What a library might be placed between two steel covers and sold for, perhaps, seven and sixpence! History, science, fiction, poetry—everything. Indestructible except through fire or abuse. Beautiful, because the steel covers could be stained in perfect imitation of the finest leathers. Two hundred books for the price of one book!

I had understood Edison to say that he was already making, for another purpose, the thin nickel sheets of which he spoke. That seemed to bring the nickel book close within the

range of present possibilities. Then it occurred to me that perhaps he had mastered only the problem of manufacturing in small lots. So I said:

"Suppose you were to receive from a publisher an order for a sheet of nickel seven feet wide and a thousand feet long—could you fill it?"

"I could fill an order for a sheet of nickel seven feet wide and a *mile long*," he replied.

Then he told how he makes nickel sheets so thin. It is entirely an electrical process, accurate to a high degree. An electric current in operation for half a minute deposits on a prepared base one twenty-thousandth of an inch of nickel; never more, never less.

"An absolute law governs this," said Edison.

#### LEWIS RECEIVER ASKED.

A RECEIVER for all of the properties of E. G. Lewis, at University City, Mo., an injunction restraining the representative of a syndicate of magazine publishers from exercising authority under the recent reorganization agreement taking over the properties, and a foreclosure on all improved property of the University Heights Realty and Development Company are sought by two suits filed last week Tuesday in the United States Circuit Court. The properties are valued, it is said, between \$2,000,000 and \$3,000,000.

It is charged that the reorganization plan, by which a committee representing 108 magazine publishers took charge of Lewis' properties as trustees to handle them for the five years, is a scheme to further deprive the creditors of the corporations of their money.

The suit for a receiver was filed by twenty-three creditors. It is directed against E. G. Lewis, the Lewis Publishing Company, the University Heights Realty and Development Company, People's Savings Trust Company, United States Fiber Stopper Company, University City Art Museum Society, St. Louis County Land Title Company, and the representatives of the syndicate which took over the Lewis properties.

#### A PRACTICAL BOOK ON LETTERING.

WITH the spreading popularity of the show card and price ticket has come a desire on the part of thousands of clerks, window trimmers and advertising managers to find some reliable source of information to aid them in becoming proficient in lettering signs, for it isn't always practicable to call in an experienced show card or sign writer.

Realizing this need, there has been prepared a book to instruct the novice, "Davids' Practical Letterer," compiled and published by the Thaddeus Davids Company, of New York City. It is a hundred page book and retails at a dollar per copy.

The Thaddeus Davids Company make a well-known show card ink, known as "Letterine," which has a world-wide reputation among card and sign writers and letterers.



## POSTAL MATTERS.

## BOURNE INVESTIGATION RESOLUTION PASSED.

THE Senate last week Friday passed the Bourne resolution authorizing an investigation of the postal system of the United States, and to determine what changes are necessary in the present methods. The investigation is to be made by the Senate Committee on Post Offices and Post Roads, with especial attention to the possible establishment of a parcels post.

## SECOND CLASS MAIL COMMISSION.

THE task of gathering evidence as to what should be the rate for the different grades of second class mail matter is to be started at New York City July 18 by the commission appointed by the President for that purpose under Congressional authority. The commission is headed by Associate Justice Charles E. Hughes of the Supreme Court of the United States, and associated with him are A. Lawrence Lowell, president of Harvard University, and Harry A. Wheeler, of Chicago. The public sessions will be held in the Circuit Court of Appeals room in the New York Post Office Building.

## RAILROADS BEING OVERPAID.

IN a statement issued Sunday last the Postmaster-General declared that he was about ready to recommend to Congress material changes in the present system of paying the railroads for postal transportation. An extensive investigation, going into the whole subject of mail, passenger, and express transportation, has just been completed, and he is convinced that sweeping changes must be instituted.

Mr. Hitchcock declared that a saving of about \$9,000,000 could be made to the Government, without doing injustice to them. The investigation showed that of the 394 companies reported on 278 were making profit from mail transportation, while 116 are incurring losses.

The investigation from which these results are derived has been in progress for more than a year. The department for the first time required the railroads to furnish full information in detail respecting their accounts, thus making it possible to distribute among the several services performed the amounts properly assignable to each.

Several of the great trunk line systems are at present receiving a lion's share of the excessive compensation, and the payments to them would be considerably reduced.

## PARCELS POST HEARING.

THE parcels post hearing, June 14, before the House Committee on Post Offices and Post Roads, under the auspices of the Postal Progress League, was well attended.

Frederick C. Beach, of New York, editor of the *Scientific American*, urged the adoption of the Sulzer bill.

A parcels post would, in his opinion, Mr. Beach said, reduce the cost of living, as it would enable small manufacturers to sell goods to a larger number of people at a lower price. The American Express Company, he pointed out, sends packages weigh-

ing from ten to twelve pounds at a little over two cents a pound, and he believed that the Government could deliver packages to any point in the United States at much less cost.

E. W. Bloomingdale, of New York, followed Mr. Beach. He said he appeared as the representative of hundreds of retail merchants in New York, and advocated the Government establishing a parcels post even at a loss to serve the interests of 90,000,000 of American people. He read a telegram from H. T. Lake, of St. Louis, secretary of the Retail Dealers' Association of that city, asking that the bill be enacted.

In advocating the passage of the bill, Mr. Lewis, of Maryland, said: "The express company service does not reach beyond the railroads, while the post-office does, through the rural free delivery, which is waiting with wagons to receive the express packages and take them to the country stores and the farmers, and carry back produce of the farms and truck gardens for the people at living prices."

On the second day of the hearing Miss Emma M. Gillett, of Washington, representing the National Woman Suffrage Association, spoke of the inconvenience of the weight limit.

Among the other speakers were William A. Foster, representing the Dyers and Cleaners' Association; A. E. Greenwalt, of the State Federation of Labor of Pennsylvania; Herbert Quickley, editor of *Farm and Fireside*; William F. Gude, speaking for the florists of the country; and Cyrus W. Zimmer, of the *American Poultry Journal*. All strongly favored a parcels post, and urged its immediate adoption.

## PARCELS POST LEGISLATION POSSIBLE.

ACCORDING to authoritative information, Democrats are now officially contemplating the bringing forward of a parcels post bill. Albert O. Burleson, the chairman of the Democratic caucus, introduced a resolution calling upon the Bureau of Corporations to investigate:

"The causes of the excessive transportation rates being charged by the express companies doing business throughout the United States; the capital stock of the express companies, and the ownership; the actual value of the physical properties of the express companies, and the assessed value of same by cities, counties or States; the names of the directors and officers; the investments by express companies in the stocks or bonds of railroads and the contracts of express companies with railroad companies, including those for terminal and switching charges, and the apportionment of rates between express and railroad companies; the contracts or agreements of said express companies with the Federal Government or the departments thereof, and the extent of the competition of said express companies with the Post Office Department; the rates furnished to publishers of magazines and newspapers by said express companies, and the details of service rendered in connection therewith, and the considerations given or amounts paid by said express companies to newspapers or magazines, or any others for the establishment of a parcels post."

The Bureau of Corporations considers the getting of this information a very long and costly undertaking, but has indicated that it is possible to get a smaller amount of data on the necessary phases of the subject if desired.



It has not been determined as yet what will be done, and the situation is complicated by the fact that the express companies are placed by the terms of the existing law under the jurisdiction of the Interstate Commerce Commission, which would, therefore, naturally make any such investigation. The demand for the investigation, however, is in line with the apparent disposition shown by Democrats in the hearings which are in progress before the Committee on Post Offices and Post Roads, and which are apparently leading up to the reporting of some parcels post bill.

There are a few very positive advocates of parcels post among the newly elected Democrats, and these together with the older advocates of the scheme make a rather formidable body of support for it. If the Bureau of Corporations is called upon to complete its investigation before a bill is reported, nothing could be done at the current session. Parcels post legislation was not included in the list of subjects officially recognized by the Democratic caucus at the opening of the session.

#### OBITUARY NOTE.

PROFESSOR HIRAM CORSON, one of the foremost English scholars of the last generation, died at his home in Ithaca, N. Y., last week Thursday. His Shakespeare, Browning and Chaucer studies are as well known in England as in America. Professor Corson was born in 1828 at Philadelphia. Until fifteen years of age he was educated at home. His first school training was at Norristown, Pa. In 1850 he became connected with the library of the Smithsonian Institution, and in 1854 married in Boston Miss Caroline Rollin, who, born in Paris, had been highly educated in France and Germany. In 1870 Professor Corson was elected professor of rhetoric, oratory and English literature in Cornell University. For twenty years he occupied that chair, but the rapid growth of the university made necessary a division of the work and responsibility. Accordingly, in 1890 he took the chair of English literature, a new and distinct chair of English philology and rhetoric having been established. In 1903 he retired from active work and became professor emeritus. Among his books were: "Chaucer's Legend of Goode Women," with an introduction and notes, 1863; "An Elocutionary Manual," 1864; "A Revised Edition of Jaudon's English Orthographical Expositor," 1866, published for the use of Southern freedmen; "The Satires of Juvenal," with a literal interlinear translation, 1868; "Handbook of Anglo-Saxon and Early English," 1871; "Syllabus of a Course of Lectures on the English Language and Literature," 1873; "Jottings on the Text of Hamlet," 1874; "An Introduction to the Study of Shakespeare," 1889; "A Primer of English Verse, Chiefly in Its Æsthetic and Organic Character," 1892; "The Aims of Literary Study," 1895; "The Voice of Spiritual Education," "Selections from Chaucer's Canterbury Tales," edited with introduction, 1896; "An Introduction to the Prose and Poetical Works of John Milton," 1899.

#### PERIODICAL NOTES.

THE offices of the Columbian-Sterling Company, owner of the six magazines merged recently, have been moved to the Marbridge Building, New York.

*Dress*, the fashion magazine published by the McCready Publishing Company, of New York, will move in the near future to Garden City, Long Island, and be published from the large new plant of Doubleday, Page & Co. It will be only one of several publications to be taken care of in this way. The names of the others are not announced at this time.

*Lippincott's Magazine* has opened a Boston office at 24 Milk Street, in charge of P. H. Nealey. It is represented in New York by Thomas H. Child, at 1111 Flatiron Building; by C. H. House in Chicago, at 648 First National Bank Building, and in Detroit by Raymond F. Barnes, 1329 Majestic Building. *Lippincott's* is going to add two business departments to the magazine and also increase the number of pages of fiction. In the fall it will publish another story by Amelie Rives Chanler, author of "The Quick and the Dead," a story which was published first in *Lippincott's* some years ago, and which reached a magazine sale of more than 300,000 copies.

#### PERSONAL NOTES.

MR. HAROLD PAGET, author's representative, formerly at 2 Rector Street, has moved to more convenient and spacious quarters at 569 5th Avenue.

MR. RUTGER BLEECKER JEWETT, formerly of the John Lane Company, in future will be associated with D. Appleton & Company, where he will be Editorial Advisor to the House.

#### LITERARY AND TRADE NOTES.

RUDYARD KIPLING'S "History of England," written in collaboration with C. R. L. Fletcher, will be published in mid-July by Doubleday, Page & Company, his American publishers. The manuscript has been rushed to this country and the date of publication set forward from the fall.

ISAAC PITMAN & SONS have sent us a book of practical physical culture lessons for the smallest pupils in school. "Plays and Games for Indoors and Out," by Belle Ragnar Parsons, edited by Mrs. A. L. Sandford, aims to help teachers to bring a vitalizing plan not only into the physical exercises, but into all the work of the school.

It is reported that Madame Marguerite Audoux, the author of "Marie-Claire," is engaged upon a long novel, which will give a picture of the lives of shop girls and factory girls in Paris. She has also in hand a shorter work called "La Valserine." The scene is laid in the Department of Jura, and the book deals with smuggling on the eastern frontier.



H. LE SOUDIER has published the "Annuaire de la Librairie Française, 1911," the eighteenth issue of this catalogue. It covers the books of 1910 in the usual careful manner and introduces several new methods of classification and forms of entries that show much ingenuity and knowledge of the needs of the constituency for which it is issued.

"THE BOOK OF BURIED TREASURE" is the title of a volume by Ralph D. Paine, which will be published at an early date. It gives an account of treasure lost or buried by pirates and others in the Spanish Main and other parts of the New World. Mr. Paine also describes some of the attempts made to recover treasure, the most successful being that of Sir William Phipps, who raised \$15,000,000 in gold and silver ingots from a pirate craft in the West Indies.

ANY one who is puzzled to account for the present-day movement of women, or wishes to understand its logical basis, should read "The Subjection of Woman" (F. A. Stokes Co.), by John Stuart Mill, one of the greatest political economists of the nineteenth century. Most of the reforms in English and American law with regard to the position of woman have indirectly resulted from it, and those now asked are founded on its reasoning. Carrie Chapman Catt, chairman of the Woman-Suffrage Party of New York, contributes an appreciative foreword.

Now that the summer travelling season is at hand, Roy Trevor's charming account of the travels of a party of motorists in the Balkans, "My Balkan Tour," published last week by John Lane Company, should be interesting not only to prospective European tourists, but the less fortunate stay-at-homes. Magnificent photographs taken en route are a feature. One of the most delightful love stories of the season is promised in "Perpetua," by Dion Clayton Calthrop, which the Lane Company published yesterday. It is a charming romance, full of surprises and as much out of the ordinary run of novels as William J. Locke's "Beloved Vagabond."

ONE of the most interesting and welcome announcements that has come to us this year is that of an exhaustive biography of John Ruskin, to be written by his friend and editor, E. T. Cook. For several years past Mr. Cook has been going over all the available material relating to Ruskin, in connection with his editorship of the splendid *Library edition* of the complete works, issued by George Allen, and no one is so well qualified as he to prepare the definitive life of Ruskin. We understand that the forthcoming work will be published in this country by the Macmillan Co.

DUFFIELD & COMPANY are the publishers of "Her Husband's Country," a novel by Sybil Spottiswoode, author of "Marcia in Germany," in which the difficulties of an international match are amusingly set forth; and "The Casement," a love story of London business and social life. "Children of the Shadow and Other Poems" is a posthumous work by the young Californian poet, Harold Symmes.

"As a Man Thinks," a play in four acts by Augustus Thomas, which was first presented at the Thirty-ninth Street Theatre, New York, March 13, 1911, is ready in book form. It is concerned with problems of modern life.

THE author of "Land and the Book," Harper & Brothers, was for twenty-five years a missionary of the American Board of Foreign Missions in Syria and Palestine, certainly a man well equipped from experience and ability to co-relate the Bible and the Holy Land. A large part of these pages were actually written in the open country, and this circumstance should give color and character to the work. Besides this new edition Harper is bringing out a book formerly published by Scribner, "Jungle Trails and Jungle People," by the author of "On Snow-shoes to the Barren Country," and a little farce by William Dean Howells called "Parting Friends."

AMONG the books which the Macmillan Company has in preparation to be issued within a few months is "The Presidential Campaign of 1860," by Emerson David Fite, author of "Social and Industrial Conditions in the North During the Civil War." This work is a description of the most exciting presidential campaign in American history, worked out from the standpoint of the people as well as from that of convention platforms and leaders; it represents an attempt both to picture everyday events as these were observed and discussed by the people, and to weigh the influence of these pictures on the political situation.

THE Putnams will publish shortly "The Republican Tradition in Europe," by H. A. L. Fisher. In this book, which is founded upon a course of lectures delivered at the Lowell Institute, Boston, Mass., Mr. Fisher describes the course of Republican ideas in Europe from the fall of the Roman Empire to the foundation of the Republic of Portugal. The mediæval theory of government, the Italian republics, the rise of the Dutch state, the English Commonwealth, the French Revolution and its effects, the republican movements in Germany, Italy, Spain and Norway come under review. In the final chapter some explanation is offered of the decline of European republicanism since 1848.

COLONEL C. J. JONES over a generation ago broke his rifle and declared he would never again kill game save for food or in self-defense. He has kept that vow to the letter, yet has contrived to add to his great reputation as a hunter of grizzlies and panthers by calmly lassoing them! Last year he rose to a climax by going over to Africa to lasso lions and rhinoceroses, which is much like stopping express trains with lariats. But he did lasso them; and his exploits are now presented by Guy H. Scull, a member of his African party, in "Lassoing Wild Animals in Africa" (Stokes). This new sort of hunting has thrills and escapes which make the sport of gentlemen behind the express rifle seem tame. Mr. Scull has presented them vividly.

To the three titles of J. M. Synge, the Irish



author ("The Aran Islands," "The Tinker's Wedding" and "Riders to the Sea"), already issued by John W. Luce & Company, of Boston, that firm will add two plays during the current month, "In the Shadow of the Glen," a one-act tragedy which Mrs. Fiske produced with success the past season, and "The Play-boy of the Western World," Synge's most popular work, the three-act comedy which evoked such a furor when first produced at the Abbey Theatre in Dublin. Upon the completion of the present single volume edition of Synge's works a library edition in four volumes will be issued by the American publishers, who have concluded a contract to that effect with Maunsel & Company, of Dublin, representing the Synge estate, which holds the United States copyrights.

THE CUPPLES & LEON COMPANY recently brought out a second edition of both "The Mansion of Mystery," by Chester K. Steel, and "Jess of Harbor Hill," by Ramie A. Sheridan, two of their spring publications which were published at 90 cents net. They say that their sales have seemed to indicate that there is a demand for new fiction at a more popular price than \$1.50 or \$1.20; 90 cents net seems to strike it about right. "The Motor Boys Over the Rockies," by Clarence Young, Cupples & Leon's latest addition (April 1) to their *Motor Boys Series*, was the second story recounting the adventures of the "Motor Boys" in an airship. By actual count they find that they had more advance requests for this story than for any of the earlier volumes of the *Motor Boys Series*.

FORD MADOX HUEFFER, the grandson of Ford Madox Brown, the painter, whose book, "Memories and Impressions," dealing with the London of Rossetti, Morris, and Ruskin, was recently published, remembers a good deal about the earlier days of some later celebrities—among them Bernard Shaw. It seems that on his first coming to London, Shaw wrote a pamphlet called "Why I am an Anarchist," which was published at the "Torch" Press. "Some time later," relates Mr. Hueffer, "when Mr. Shaw, having advanced a stage farther toward his intellectual salvation, was addressing in the park a socialist gathering on the tiresome text 'The Foolishness of Anarchism,' the young proprietors of the 'Torch' walked round and round in the outskirts of the crowd offering copies of Mr. Shaw's earlier pamphlet for sale, and exclaiming at the top of their voices, 'Why I am an Anarchist! By the Lecturer!'"

A MOVEMENT has been started to purchase and maintain as a permanent memorial to Louisa M. Alcott, the "Orchard House," in Concord, Mass., where Miss Alcott wrote "Little Women" and many of her other stories. The house is almost unchanged in its general features, but is now unoccupied and in great need of repairs. Its desolate condition is a pathetic sight to every one who has loved Louisa Alcott's stories and the characters she created. It is believed that the tens of thousands of readers of "Little Women" the

country over will be interested to contribute, even a small amount, toward the preservation of this Alcott home. The house and sufficient land about it can be bought and put in order for \$8000. If this sum can be raised the house will be repaired and placed in the charge of a permanent organization which will maintain it as an Alcott Memorial. The Concord Woman's Club appeals to all lovers of Miss Alcott to help by contributions, large or small. Contributions may be sent to Henry F. Smith, Jr., Middlesex Institution for Savings, Concord, Mass.

Of special interest to booksellers themselves is a book which Paul Elder & Company published a few weeks ago, "Comfort Found in Good Old Books," by George Hamlin Fitch. Mr. Fitch has served as literary editor of the *San Francisco Chronicle* for thirty years, and his weekly signed articles on the book page have been of wide influence. Recently his only son died very suddenly, and in his affliction he turned to his beloved books for earthly consolation and companionship, and thereupon he told his readers of the great misfortune that had left him lonely and of the cool and refreshing spring of solace that he could turn to through his cultivated habit of reading good books. This article, written with a most appealing sincerity and frankness that cannot fail to reach the heart of whoever has lived through like affliction, is the title essay in the volume soon to be published. In the succeeding chapters Mr. Fitch has tried to give the average man and woman some definite practical suggestions in regard to reading the great books of the world. They are not bookish. They do not send the reader to the dictionary to look up unusual words. They are simple, plain talks by a man who has made books his special study for many years, and who believes that through them culture may be gained without the aid of teachers and colleges. The volume is to be illustrated with an interesting series of mezzogravure prints, reproducing portraits, pictures and features of typographic and antiquarian interest.

#### BUSINESS NOTES.

BELOIT, WIS.—James Knott, of the present senior class of Beloit College, has been engaged by the college authorities to take permanent charge of the college bookstore. Mr. Knott has had this position for two years and has built up the business to considerable degree.

BOSTON, MASS.—The C. M. Clark Publishing Co. is asking for a year's extension.

BOSTON, MASS.—The Old Corner Bookstore building, erected in 1712, was threatened with a serious fire last week Thursday. Fortunately the fire loss was confined to a \$100 worth of celluloid materials on the third floor. The ten employees in the shop are all trained to expect such emergencies, and had the flames under control before the arrival of the apparatus.

CHICAGO, ILL.—At the twelfth annual meeting of A. C. McClurg & Company, June 13,



the following officers were elected: president, Ogden T. McClurg; vice-president and secretary, William F. Zimmermann; treasurer, Richard Fairclough. In addition to the above, H. A. Gould, F. G. Browne and H. A. Kasten from the directory of the company. By this new arrangement Mr. McClurg takes the more arduous duties of president, and Mr. Zimmermann assumes the duties formerly held by Mr. McClurg. This will, of course, insure the continuance of the same policies of the old established house which have been so well known in the past. Mr. McClurg entered the house in December, 1901, where he served two years on the floor of the Retail Department, afterward spending various periods in practically all the other departments. He was elected secretary and director June 16, 1903, and vice-president and secretary June 8, 1909. He has been general manager of the company for several years, and actively engaged in the management of the firm's affairs. He is the son of the late General Alexander C. McClurg, the founder of the house.

NASHVILLE, TENN.—Taylor-Trotwood Publishing Co. has been petitioned into bankruptcy.

NEW YORK CITY.—Their friends in the trade will regret to learn that A. Wessels and Victor M. Bissell, officers and stockholders of the Wessels & Bissell Company, have decided that it is impracticable to continue the business of the company. Rather than throw the concern into bankruptcy, in which event the creditors would realize little or nothing on their claims, they are willing to turn the affairs of the company over to a committee of creditors. A meeting for the appointment of such a committee will therefore be held at the office of the Wessels & Bissell Company, 225 Fifth Avenue, on July 10, at 3 o'clock.

NEW YORK CITY.—Henry Malkan wishes the attention of the trade called to the fact that a copy of A'Beckett's "Comic History of England and Rome," first editions, three volumes, bound in full crimson morocco, by Root & Son, has been stolen from their store.

ROCKY MOUNT, N. C.—The Abram Book Company has recently moved into its new and larger quarters in the Jenkins building, on Tarboro Street, with a floor space 30 x 110 feet, and a very attractive front, with large show windows. This concern has one of the largest and most attractive book stores in the State. Harry Abram, who is the sole owner, has been so successful that, though in business only two years, the growth of the business necessitated this move. Several additional lines, such as office furniture, sporting goods and photographic supplies, have recently been added.

#### AUCTION SALES.

JUNE 26, 27, 2:30 P.M.—Catalogue of a collection of books on miscellaneous subjects. (No. 411.)—*Merwin-Clayton*.

JUNE 28, 2:30 P.M.—Law library of the late Judge Charles B. Lore, of Wilmington, Del., together with miscellaneous books from his library and a collection of etchings, engravings, oil paintings, etc. (In three alphabets.) (No. 412.)—*Merwin-Clayton*.

#### PICK-UPS.

##### INSPIRATION.

"Your novel is evidently the result of inspiration."

"Yes; I didn't start it until after reading the advertising notice my publishers got up."  
—*St. Louis Star*.

##### IN THE ORIGINAL.

In Paris last summer a Southern girl was heard to drawl between the acts of "Chantecler": "I think it's mo' fun when you don't understand French. It sounds mo' like chickens!"—*Life*.

##### THEY USUALLY DO.

RUDYARD KIPLING, well known as an anti-suffragist, said at an anti-suffrage dinner in London:

"Haven't the women got enough? In addition to all their other privileges, why should they now have the vote?"

"I was talking to a suffragist the other day."

"Why should a woman," she said disdainfully, "take a man's name when she marries him?"

"Why," said I, "should she take everything else he's got?"—*Pittsburgh Gazette*.

#### BIBLIOGRAPHIC NOTES.

##### CATALOGUES OF NEW AND SECOND-HAND BOOKS.

*Bloch Publishing Co.*, Special clearance; catalogue of second-hand books, consisting mainly of Judaica, English and German, out of print and scarce. (No. 14, 674 titles.)

*Angelo Piazza Cavour*, via Crescenzo 9, Rome, Catalogue of old books. (No. 12, 343 titles.)

*Honoré Champion*, 5 quai Malaquais, Paris, Catalogue of old books. (Supplement, Apr., 1908, to Apr., 1911.)

*Franz Deuticke*, Wien 1, Helfferstorfer strasse 4, Catalogue of zoological books. (No. 86, 2289; 1-2273 titles.)

*Bertram Dobell*, 77 Charing Cross Road, London, W.C., Catalogue of a choice collection of books, including many works of the highest degree of rarity selected from the most valuable libraries recently dispersed. (No. 195, 485 titles.)

*Francis Edwards*, 75 High St., Marylebone, London, W., Miscellaneous catalogue of books. (No. 309, 994 titles.)

*John Grant*, 31 George IV. Bridge, Edinburgh, Scotland, Catalogue of remainders, colour books and finely illustrated works.

*D. L. & G. T. Harbeson*, 147 E. 23d St., New York, Items of special interest representative of the stock.

*John Heise*, 410 Onondaga Bank Building, Syracuse, N. Y., Catalogue of autograph letters signatures. (No. 36, 253 titles.)



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manufacture of books, composition, printing or binding.  
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Work for publishers a specialty. Right prices.

**J. B. Lyon Company**, Albany. Law and subscrip-  
tion book makers. General printers. Twenty-five  
composing machines, forty presses. Complete  
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**The Merrymount Press**, D. B. Updike, 232 Summer  
St., Boston, undertakes all classes of printing which  
demand fine types, good press work, accurate proof-  
reading and tasteful typographic treatment.

**The Norwood Press**, Norwood, Mass.  
J. S. CUSHING Co., Composition and Electro.  
BERWICK & SMITH Co., Presswork  
E. FLEMING & Co., Binding  
New York Office: N. J. SMITH, 32 Union Square.

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**The Rockwell & Churchill Press**, 291-293 Con-  
gress St., Boston. Book Composition, Electro., and  
Presswork. High grade work; prompt service.

**Scientific Press**, 135-137 Johnson St., Brooklyn, N. Y.  
Music Books; High grade mathematical book  
work; Linotype and Monotype composition. Plate  
alterations a specialty.

**Stanhope Press**, F. H. Gilson Company, 54-60 Stan-  
hope St., Boston. Music Books, Mathematical Books,  
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Stapp's Prisoners of Perote. 1845.

Adair Book Store, 26 E. Van Buren St., Chicago, Ill.

Encyclopedia Agriculture, 4 vols., Bailey.

U. S. Coast and Geodetic Survey. 1896.

Industrial Atlas, large. Scribner.

Reed's Modern Eloquence, 10 vols.

Complete Angler. Walton. 1847.

Complete Angler. Bohn ed. 1870.

Americus Book Co., Americus, Ga.

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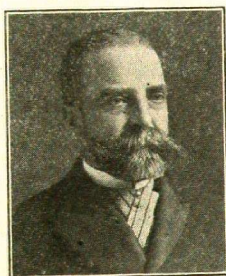
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McWade, Uncrowned King. Edgewood, pub.  
Treatise on Painting on Silk, Satin and Plush. Art Interchange Co.  
Vol. 1 of Wilkinson, Manners and Customs Egyptians, ed. by Birch. Pub. Cassino.

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Sanders, Fenelon, His Friends, etc. London, 1901, 8vo, cloth, new, free \$2.50 on receipt of a money order.

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Works of the Earls of Rochester and Roscommon.  
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Brown, Rev. John, D.D., Twelve Sermons on Various Subjects.  
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**Carnegie Free Library, Duquesne, Pa.**  
National Geographical Magazine, Jan-April, 1911.  
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 Official U. S. Census, 1860.  
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 Bell's Songs from the Dramatists, with introduction by Brander Matthews. 1905.  
 Lamb's Dramatic Essays. 1891, Matthews Introd.  
*The American Mail*, June 5 to Aug. 21, 1847.  
*Boston Nation*, extra no., June 10, 1841.

**Doubleday, Page & Co., Garden City, N. Y.**  
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 One of Cleopatra's Nights. N. Y., 1882.

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*International Studio*, June, 1906.  
*Bay View Magazine*, Oct., Nov., Dec., 1905.  
*Northwestern Miller*, Feb. 22, 29, 1911.  
*Industrial Engineering*, Dec., 1910.  
*Kindergarten Review*, Feb., 1910.

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 Meredith's Jump to Glory Jane, 1st ed. Lond., 1892.

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 Jas. Hall, Paleontology of N. Y., vol. 1. 1847.  
 32d An. Report, Dept. Geology, ind.

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*Journal of Cutaneous Diseases*, tom. 1 to 27, 1883-1909.  
*American Journal of Obstetrics* vols. 1 to 39, 1868-1906.  
*American Journal of Physiology*, vols. 1 to 26, 1898-1910.  
*Journal of Exper. Medicine*, 1896 to 1910.  
*Index Catalogue*, Series 1, rpt. and Series 11, tom. 1 to 12.  
*American Journal of Anatomy*, vols. 1 to 10, 1901-1910.  
*American Chem. Journal*, vols. 1 to 41.  
*Railroad Gazette*, vols. 20 to 25, 31 and 37.

**Forbes & Wallace, Springfield, Mass.**  
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**W. Y. Foote Co., University Block, Syracuse, N. Y.**  
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 History of the Nestorians, Grant.  
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**Franklin Bookshop (S. N. Rhoads), 920 Walnut St., Phila., Pa.**

Audubon's Birds, parts 8, 10, 11, 15, 80, 86, 97-N. Y., 1840-'44.  
 Ditto. Plates 74, 75, 396-399, 426-430, 481-485.  
 Ditto. Pages 329-336, vol. 7.  
*Nuttall's Bulletin*, vol. 6. Cambridge, 1881. \$5.  
 Phila. Residential Directory, 1861 and 1891. Each \$1.50.



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American Economic Association Publications, 1886-'94, vols. 1-9.  
*American Historical Register*, Series 2, vol. 1, 1897.  
*Bibliotheca Sacra*, 1888-'90, vols. 45-47.  
*Book News Monthly*, Phil., 1882-'95, vols. 1-14.  
*Cassier's Magazine*, 1891-'95, vols. 1-10.

## Free Public Library, Newark, N. J.

*Bay View Magazine*, Nov., Dec., 1903; Nov., 1905; Feb., April, May, Dec., 1909; March, 1910.  
*Photographic Times*, Jan., 1903; Sept., Oct., 1906; Jan., 1908.

Robert Fridenberg, 6 E. 42d St., N. Y. [Cash.]  
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*New England Magazine* Oct. and Nov., 1908.  
*Harper's Weekly*, 1898, in nos.

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*Bostonian Soc. Pub.* vols. 1 and 2.  
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 Freeman, Cape Cod.  
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 Trelawney, Adventures of a Younger Son.

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 Atlas of South Carolina, Mills.

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Grammar of Ornament, Owen Jones.  
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 Garretson, Oral Surgery.  
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 Index Catalogue Surgeon General's Library.

J. P. Horn & Co., 1001 Chestnut St., Phila., Pa.  
 Dickens, H. M. Co.'s Large Paper ed.  
 Mark Twain, Autograph or de luxe ed.

## Howard Memorial Library, New Orleans, La.

*Science*, March 17, 1911.

## The Hub Magazine Co., 110 Tremont St., Boston.

*Atlantic Mo.* Feb., April, 1896.  
*McClure's*, Sept., 1893. At 50 c.  
*Nation*, nos. 1828, vol. 71.  
*Review of Reviews*, April to Sept., 1891.  
*North Am. Review*, July, 1894.

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 Hunter's Faukwei, Foreigners in China.  
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 Stonehenge, On the Dog.

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Five Minute Stories, by Mrs. Molesworth. Pub.  
 by Young.  
 Aunt Miranda.  
 Laura Clifford.

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Travels Peru and India. Markham, Lond., 1862.  
 Lady Alice, Huntington.  
 The Horned Cat, Cobban.

H. L. Kilner & Co., 824 Arch St., Phila., Pa.  
 Currita, Countess of Albornoz, by R. P. Luis de  
 Coloma, S.J., translated by E. H. Atwell. Pub.  
 by Little, Brown & Co., 1900.

## Kimball Bros., 618 Broadway, Albany, N. Y. [Cash.]

Starr Genealogy.  
 Kirbys of New England.  
 Colonial Records of Conn., vols. 9 to 14, any.  
 Scheyler's Colonial New York, 2 vols.

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*London Times'* History of Boer War, 7 vols. and  
 Index, edited by Amory.  
 Meisterschaft System German, part 2.

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 Christianity and Agnosticism, Huxley and Youman.

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Suppressed Sensations from a Chicago Reporter's  
 Pad Book. Pub. some time after 1875.

## The Korner &amp; Wood Co., 737 Euclid Ave., Cleveland, O.

Meredith, Master Knot of Human Fate.

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The Forest Rose, by Emerson Bennett.  
 Battles of 19th Century, by A. Forbes, 2 vols. Pub.  
 by Cassell.

Child's Book Plates, by Teall.  
 Book Plates. Ames & Robinson.  
 Book Plates. Dempsey & Carroll.  
 Writing Table of 20th Century, S. Matthews.  
*The Collector*, from 1892-1898, bound vols.  
 McKenny and Hall's Indians, folio ed., viz.,  
 Vol. 1, pages 123-4, one leaf.  
 Vol. 1, Plate "Ojibway"—Mother and Child.  
 Vol. 1, Plate, Okeemakeequid.  
 Vol. 3, Plate Pocahontas.

## Leland Stanford Junior University Library, Stanford University, Cal.

Markham, Hist. of Peru. 1892, Chic.  
 Monthly Catalogue U. S. Pub. Docs., Nov., 1905;  
 Sept., 1908.



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**Lexington Book Shop, 120 E. 59th St., N. Y.**  
 Works of Donald G. Mitchell (Ik Marvel).  
 Valedictory Oration, Yale Class of '41, "The Dignity of Labor" (or Learning?). New Haven, 1841.  
 Fresh Gleaning. N. Y., 1847, 2 parts, in wrappers.  
 The Lorgnette, 24 pamphlets. N. Y., 1850.  
 The Lorgnette, 2 vols., cloth. N. Y., 1850.  
 A Bachelor's Reverie, Large 8vo. Privately printed at Wormsloe, off Savannah. 1850.  
 Lorgnette, 4th edition, 12mo. N. Y., 1851.  
 Pictures of Edgwood, (Photographic), 4to. N. Y., 1869.  
 Atlantic Almanac. Bost., 2 vols., 1868-'69.  
 English Lands, Letters and Kings:  
 From Celt to Tudor. N. Y., 1889.  
 From Elizabeth to Anne. N. Y., 1890.  
 From the Later Georges to Victoria. N. Y., 1897.  
**American Lands and Letters:**  
 The Mayflower to Rip Van Winkle. 1897.  
 Leather Stocking to Poe's Raven. 1899.  
 About Old Story Tellers, 12mo. N. Y., 1878.  
 The Woodridge Record, 4to. 1883.  
 General Daniel Tyler, N. Haven, 1883.  
 Readings from Macaulay, 16mo. Bost., 1887.  
 Any Addresses.  
 Hubbard's Memorials of a Half Century in Michigan and the Lake Regions.  
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**Library Clearing House, 633 Wells St., Chicago, Ill.**  
 Burnett, Path wh. Lead Prof. Lawyer to Cath. Ch. Morawitz, Private Corporations, 2 vols.  
 Stephens, War Bet. the States, vol. 1, hf. cf.  
*Book Lover*, San Francisco and N. Y., complete set.  
 Brown, Science and Art of Phrases Making.

**Lib. of Engineering Societies, 29 W. 39th St., N. Y.**  
 Library of the Engineering Societies, New York City.  
 Agassiz, Journey in Brazil. Boston, 1868.  
*Automobile Engineers*, vol. 24, no. 9, March 2, 1911.

**John R. Lindmark, 351 Clinton St., Brooklyn, N. Y.**  
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Ego and His Own, Max Stirner.  
 Destiny of Man, Chas. Fournier.  
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*Journal of Anatomy*, 1-9.

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Hell Up-to-Date, by Arthur Young. Schultz Publishing Company, Chicago.

**Loring, Short & Harmon, 474 Congress St., Portland, Me.**

Unwritten Constitution, Tiedeman. Putnam.

**The Lyceum Book Exchange, 711 Hennepin Ave., Minneapolis, Minn.**

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*Mineral Industry*, vols. 1 and 6.

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 White's History of France.

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 Mark Twain, vol. 23, Riverdale ed.  
 Millionaire Households. Pub. by Appleton.  
 H. Brown, Anti-Masonic Eviction. Batavia, 1829.  
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 Birch Genealogy.  
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 Mormon, Journal of H. C. Kimball. Nauvoo, 1840.

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 Brothers of the Book, any pub. of.  
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 Rorsard's Poems, trans. by Page.  
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 Sartain's Reminiscences.  
 Stoddard's Lectures, vol. 4.  
 Illinois Hist. Col., vols. 1-2.

**N. F. Morrison, 314 W. Jersey St., Elizabeth, N. J.**  
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 Collins, Faculty of Speech.

**John J. Newbegin, 315 Sutter St., San Francisco, Cal.**

Perrot and Chipiez, Egypt, 2 vols.

**D. H. Newhall, 154 Nassau St., N. Y.**  
 [Cash.]

Brown, Sketches of Schoharie Co., Cobleskill, 1891.  
 Alger, Backwoods Boy. N. Y., 1833.  
 Andrews, Eliza F., War Time Journal. N. Y., 1908.

Buell, Life of Wild Bill. St. Louis, 1880.  
 Cole, In the Early Days of Nebraska Ty.  
 Proceedings Rep. Convention, 1860.  
 Cook, By-Gone Days in Chicago.  
 Choate, Lincoln Address, London edition.  
 Dellenbaugh, True Route Coronado's March.  
 Downing Letters. N. Y., 1864.  
 Erwin, Marion, The Land Pirates. Savannah, 1891.  
 Fry, Travellers' Guide, N. W. Ty. Cinn., 1865.  
 Fowler, Jacob, Journal, 1821-22, ed. by Coues. N. Y., 1898.

Gardner, Acts of the Republican Party.  
 Grolier Transactions, part 3.  
 Grundy, Hist. of Med. and Surgery in Ga.  
 Hall, Daniel, Addresses. Concord, N. H.  
 Harris, Assassination of Lincoln.  
 Julian Recollections.  
 Jones, T. A., J. Wilkes Booth. Chicago, 1893.  
 Kennaway, John H., On Sherman's Track. London, 1867.  
 Langford, Diary Washburn Expedition.  
 Langford, Vigilante Days, 2 vols.  
 Newhall, Sketches of Iowa.  
 Nichols, C. M., Life of Lincoln.



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**Old Corner Book Store, Springfield, Mass.**

Heraldica Americana.

Clapp Memorial.

H. A. O'Leary, 1483 Flatbush Ave., Brooklyn, N. Y.

Gayarre, History of Louisiana, 4 vols. 1903.

Fairbanks, Florida, 1898 ed.

Pickett, History of Alabama, etc. 1896.

Hamilton, Colonization of the South. 1904.

Claiborne, Mississippi. Jackson, 1880.

Shea, History of Catholic Church in U. S., 4 vols. Writings of Franklin, ed. by A. H. Smythe, 10 vols. N. Y., 1905-'07.

Norton, Lives of Bishops Cross, Claggett, Prevost and others, separate vols.

Gospel Messenger. Pub. at Auburn, N. Y., about 1823 to 1848, complete set or long run.

Wis. Hist. Soc. Colls., vols. 2, 7, 8, 14.

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Dexter, Genealogies of Yale.

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Day's Entomology, vol. 3.

Commerce Prairies, vol. 2. N. Y., 1844.

Smith, Old Redstone.

Map and Portrait to Proud's Penna.

Ingersoll, Second War, vol. 1, 2d Series.

Colton Tour Lakes, vol. 1.

Stephens's War Between States, vol. 2, sheep.

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Civilization's Inferno, by Flower.

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Between Jesus and Caesar, by Herron.

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The Last Athenian, trans. by W. W. Thomas.

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Ben Jonson's Works, 2 vols., folio. London, 1616-'31.

Wm. Watson's New Poems, 1st English edition, containing his Poem, "The Woman with the Serpent's Tongue."

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Gure, Chas., Centennial History of Ohio.

**Public Library of the District of Columbia, Washington, D. C.**

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Brown, Science and Art of Phrase Making.

Duhring, Cutaneous Diseases, vol. 1.

A. M. Robertson, 222 Stockton St., San Francisco, Cal.

Century Magazine, vol. lxxv., Dec. 1, 1907, no. 2, containing Juggler of Touraine, by Edw. Markham.

Success for Aug., 1910.

Unspeakable Scot, Crossman.

Glover's Memorial and Genealogy, by Glover. Pub. 1867.

Congressman's Wife, Barry.

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Life of James Williams, better known as Prof. Jim of Trinity College.

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Schiller, Riddle of Sphinx Swan. Sonnenschein.

Gardner, A., Studies in John the Scot, H. Froude.

Oxf. Pr., 1900.

Mallock, Aristocracy and Evolution.

Coupland, Spirit of Goethe's Faust. G. Bell & Sons.

Farady, The Edda, vol. 2. London, 1902.

Brunetiere, Essays in French Literature. Scribner.

Jacobs, J., As Others Saw Him. Long.

Riehl, Intro. to Theory of Science and Meta-

physics, trans. Fairbanks. Kegan, Paul.

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Wetmore Family. Munsell, 1861.

Records of New Amsterdam, 7 vols.

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New Palaeographical Society Publications. Lond., 1873-1894.  
Didron, Iconography of Christian Art.  
Companion to Manual of Illumination.  
Bastard, Librairie de Jean de France duc de Berry du roi Jean. Paris, 1834.  
Curmer, Les Evangiles des Dimanches et Fetes. Paris, 1864.  
Fleury, Les Manuscrits et Miniatures de la Bibliothèque da Laon.  
Schultz, Deutsches Liben in 14th und 15th Jahr. Wein, 1892.  
Segers, Tresor Callographique du Moyen Age. Paris, 1884.  
Bastard, Peintures et Ornementments des Manuscrits Classes dans un ordre Chronologique. Paris, 1835.  
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Status de l'ordre du Saint-Esprit, by Horace de Viel-Castel.  
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Hazlitt's Essays.  
Vols. 28 to date of Magazine of American History.

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Japan, illus. by M. Mempe.

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- Barlow, Joel, The Columbiad. Phila., 1807.  
Bell, E. C., The Printer's Blotter. Titusville, 1880.  
The Bible, 8vo. New York, 1815.  
Bigelow, John, Some Recollections of the late Edward Laboulaye. N. Y., 1889.  
Green, H. W., Type Cast by. N. Y. and New Orleans, 1852.  
Hagar, Wm., Specimens of Types. 1826 and 1831.  
Kinsley, Specimen of Types. Albany, 1829, and earlier.  
Mirror of Typography (periodical), N. Y., 1869-72.  
Murphy, J. Arthur, Reference Book and Directory of Printers. N. Y., 1871.  
Nesbitt, George F., Specimens of Wood Types. 1838, 1841, and later.  
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Printer, The (periodical), N. Y., 1858-1866.  
Quadrat, The, (periodical), Pittsburgh, 1873-76.  
Roob, Alex., Specimens of Types. Phila., 1844.  
Robb & Eckler, Specimen of Types, Phila., 1836.  
Sherman, A. N., Printers' Manual. N. Y., 1834.  
Starr, R., Specimens of Types. Phila., 1844.  
Starr, R. E. & J. F., Specimen of Types, N. Y.  
Starr & Little, Specimens of Types. Albany, 1828.  
True Sun (newspaper), N. Y., 1843-44.  
Walker and Pelouze, Specimens of Types. N. Y., 1857.  
Webb, E. R., Specimen of Wood Types. N. Y., 1830.  
Wells and Webb, Specimen of Wood Types. N. Y., 1840-1865.  
White, Elihu, Specimens of Types. 1805-1821.  
U. S. Catholic Historical Records, vol. 3, part 1.

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Apples of N. Y., vol. 1. \$3.

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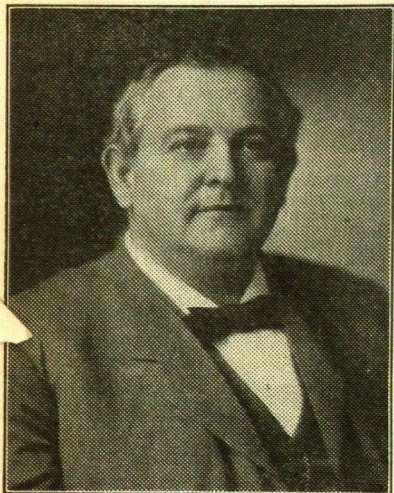
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